

INTERNATIONAL LAB OF MITTELMODA

Press Release
7 September 2016

INTERNATIONAL LAB of MITTELMODA at MILANO UNICA

The winners of the 23rd edition

Trade Fair Milan (Rho), at Milano Unica

Milan, 7 September 2016 - The lights went down on the catwalk of **Mittelmoda Fashion Show 2016**, the renowned international fashion competition for budding designers, that showcased in the prestigious frame of **MILANO UNICA**, The Italian Trade Fair of Textiles, **24 collections** both *menswear* e *womenswear* complete with accessories coming from all over the world.

The prizes on offer have been assigned as follows:

Absolute Prizes:

* **Absolute Prize “ELIO FIORUCCI” for the most experimental collection** offered by **Mittelmoda International Lab**, **Sistema Moda Italia** and with the contribution of the main sponsor **Lectra**, given to the Southcorean **HOCHEOL MOON, Esmod Berlin, Germany.**

* **Absolute Prize for the most creative collection** offered by **Mittelmoda International Lab** and **Camera Nazionale della Moda Italiana** assigned to **AIDEEN GAYNOR, National College of Art & Design (Ireland)**

SPECIAL AWARDS

Special Award WOOL for the most innovative collection made of wool, offered by **THE WOOLMARK COMPANY**, partner of the initiative given to **HOCHEOL MOON, Esmod Berlin (Germany)**

Special Award LECTRA

for the most innovative total look most adherent to the lectra mood, characterised by the presence of a “touch of red”, chosen among the creations of the students of the schools’ network enrolled in the competition, offered by **LECTRA**, main Sponsor given to **DARIA LOCCHI, Istituto Modartech (Italy)**

Special Award BENETTON Group | Design for Travel

for the most innovative and creative collection thought for the traveller offered by the partner **BENETTON Group** given to **DAVID CABRA, London College of Fashion (MA) (United Kingdom)**

Special Award BENETTON GROUP INTERNSHIP

offered by the sponsor **BENETTON Group** given to **LAUDY VERSCHUREN ArtEZ (Holland)**

Special Award LEATHER

Promoted and Offered by **Origin, Passion & Beliefs/ Fiera di Vicenza** for the most special collection in the use of Leather given to **HOCHEOL MOON, Esmod Berlin (Germany)**

Special Award STONE

Promoted and Offered by **Origin, Passion & Beliefs / Fiera di Vicenza** for the best collection of Jewellery Design to **RYAN CRUSADO GANGAN, Northumbria University (United Kingdom)**

Special Award TEXTILE

Promoted and Offered by **Origin, Passion & Beliefs/ Fiera di Vicenza** for the most innovative and experimental collection in the aesthetics, functionality and making of the Textiles given to **BOAZ VAN DOORNIK, ArtEZ (Holland)**

Special Award TECHNOLOGY

Promoted and Offered by **Origin, Passion & Beliefs/ Fiera di Vicenza** for the most technological collection in the concept and/or in the applications to **DAVID CABRA, London College of Fashion (MA) (United Kingdom)**