

## INTERNATIONAL LAB OF MITTELMODA THE WINNERS OF THE 24TH EDITION

Milan, June 20th 2017 - The lights went down on the catwalk of **International Lab of Mittelmoda - Fashion Award 2017**, the renowned international fashion competition for budding designers, that showcased in the prestigious frame of **MILANO MODA UOMO**, **23 collections** both *menswear* e *womenswear* complete with accessories coming from all over the world.

The prizes on offer have been assigned as follows:

### **ABSOLUTE PRIZE FOR THE MOST CREATIVE COLLECTION:**

given to **KATIE ANN MCGUIGAN**, *United Kingdom*, studying at the *University of Westminster*, offered by *Mittelmoda International Lab* and *Camera Nazionale della Moda Italiana* with the contribution of the main sponsor *Lectra*.

### **ABSOLUTE PRIZE FOR THE MOST EXPERIMENTAL COLLECTION:**

given to **MARKETA MARTISKOVA**, *Czech Republic*, studying at the *Antwerp Fashion Academy*, Belgium, offered by Mittelmoda International Lab, Sistema Moda Italia and Fondazione Industrie Cotone e Lino.

### **SPECIAL AWARDS:**

**TWO SPECIAL AWARD LECTRA** given to **MERVE UCAR**, *Turkey*, studying at *Istituto Marangoni*, and to **ATHENA GRETA BARBIERI**, *Italy*, studying at *IED - Istituto Europeo di Design*, offered by *LECTRA MAIN SPONSOR*, for the most innovative total look adherent to the LECTRA mood, characterized by the presence of a "TOUCH OF RED", chosen among the creations of the students of the schools' network enrolled in the competition.

**SPECIAL AWARD WOOL** given to **ELEANA BURROWS**, *United Kingdom*, studying at *University of West England*, offered by *THE WOOLMARK COMPANY*, for the most innovative collection made of wool.

**ORIGIN, PASSION & BELIEFS SPECIAL "LEATHER"** given to **MIRJANA KLEPIC**, *Croatia*, studying at *TTF*, offered by *IEG - ITALIAN EXHIBITION GROUP*, for the most special collection in the use of leather.

**ORIGIN, PASSION & BELIEFS SPECIAL "STONE"** given to **NOUR DAHER**, *Lebanon*, studying at *Lebanon Fashion Academy*, offered by *IEG - ITALIAN EXHIBITION GROUP*, for the best collection of jewelry design.

**ORIGIN, PASSION & BELIEFS SPECIAL "TEXTILE"** given to **VITA IVICIC**, *Slovenia*, studying at **Chelsea College of Art and Design**, offered by **IEG - ITALIAN EXHIBITION GROUP**, for the most innovative and experimental collection in the aesthetics, functionality and making of the textiles.

**ORIGIN, PASSION & BELIEFS SPECIAL "TECHNOLOGY"** given to **BIRGIT SAVIAUK**, *Estonia*, studying at **Estonian Academy of Arts**, offered by **IEG - ITALIAN EXHIBITION GROUP**, for the most technological collection in the concept and/or in the applications.

Over 600 Art & Design schools and colleges spread in more than 55 nations - belonging to the extended network of contacts built and consolidated by Mittelmoda International Lab in over 24 years of activity - have adhered with enthusiasm to the new edition of the contest. This important participation confirms the role of privileged observatory on the international creativity that the Lab has been developing during the years with the support of important partners such as the main sponsor **Lectra**, the partner **The Woolmark Company**.

The Jury, that will meet again in Milan for this final phase of the Competition, is called to choose, among the **23 finalists** of the 2017 edition, the winners. Make-up and hair styling of the models were performed by NYCE, New York Cosmetic Experience.

It was not easy for the Jury, headed by **Matteo Marzotto, President of International Lab of Mittelmoda**, to choose among the 23 finalists of the 2017 edition, to give out the prizes on offer.