

# INTERNATIONAL LAB OF MITTELMODA

PRESS RELEASE  
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## INTERNATIONAL LAB OF MITTELMODA THE FASHION AWARD 25TH EDITION

**International Lab of Mittelmoda - The Fashion Award 2018**, international competition for young fashion designers, reaches this year a special goal, **the 25th edition**.

*International Lab of Mittelmoda* is the first Italian contest to be created in the early 90s with the aim of networking an **international system of schools and colleges of Art & Design to support creativity**, offering a valuable meeting, exchange and "borderless" confrontation with young students in fashion design and their schools.

The contest in these long years has become an unmissable appointment, recognized in over 60 nations as a privileged observatory of creative talents, in any part of the world they express themselves, which binds the "made in Italy", the value of our textile and clothing, to the ability of the best students, coming from foreign countries often very far, attracted by the Italian style and the history of Italian fashion and its manufacture.

With a long and credited history of international successes and affirmations, **the competition is the only one to be promoted by a reality - Mittelmoda International Lab - which is totally non-profit, founded by the main organizations of the Italian fashion system: Camera Nazionale della Moda Italiana and Confindustria Moda** (through the Industrie Cotone Lino Foundation).

Along its path, *International Lab of Mittelmoda* has met countless companies that have recognized in its *mission* a valid goal to support and share: first of all, the **main sponsor Lectra**, world leader in the production of integrated technological solutions aimed at automating the design and the manufacture of products in the fashion industry.

For many years, the contest has also been supported by **Benetton Group**, which, for this special anniversary, **will host, on July 20th 2018, the final event of the competition, the fashion show and the award ceremony, at its prestigious venue**, at the gates of Treviso, in that North East of Italy, where *International Lab of Mittelmoda* was born, in Gorizia, 25 years ago.

It should be remembered that the **Competition Regulations**, with the modalities to participate in this special edition, which foresee the **closing of the registrations on March 30th 2018**, as well as being disseminated to the 600 schools and colleges of Art & Design of 60 nations that are part of the broad network, **can be downloaded online at [www.mittelmoda.com](http://www.mittelmoda.com)**.

On May 9th the Jury of the contest, under the guidance of the **President** of *International Lab of Mittelmoda* **Matteo Marzotto**, will meet in Milan to view the registered projects and select the finalists, who will showcase on July 20 at the Benetton Group headquarters and will compete for the prestigious awards of the 25th anniversary.

The 25th edition is rich in interesting news that will be unveiled step by step. So far, we can anticipate a new important opportunity for young designers entering the competition: alongside the traditional two Absolute Awards, in fact, there will be some new Special Prizes, including the "CUPRO Award" offered by the Japanese **AsahiKasei** Group and the "DENIM Award", dedicated to denim, offered by **Dondup**.