

INTERNATIONAL LAB OF MITTELMODA

CALL FOR APPLICATIONS

At this particular and surreal moment, we at Mittelmoda International Lab never stopped working. We never stopped monitoring our network, making projects and thinking about fashion and Mittelmoda post Covid-19.

We have decided to postpone all deadlines, out of respect for you. All of you - young fashion design students, teachers, executives of our network's Schools and Academies and all insiders – have given us your trust over the years by taking part in Mittelmoda.

We cannot, in fact, jeopardize your health. All of you, young fashion designers, are one of the fundamental pillars on which we will reconstruct the future of our industry.

We are defining new deadlines. We will plan the final phase of the competition, that is the work of the Jury and the following awards, in a safer health context. Our goal has always been to make you live a both educational and exciting experience. An experience of cheerfulness and joy. The same feelings that should – and must – be a part of these years of our lives

Art. 1 – ORGANISATION

The contest is promoted by Mittelmoda International Lab and Confindustria Moda, in partnership with Fondazione Industrie Cotone e Lino and Camera Nazionale della Moda Italiana (National Chamber for Italian Fashion), in collaboration with Micam and main sponsor Lectra S.p.A.

Art. 2 – REQUIREMENTS

The competition is open to all individuals less than or equal to 30 years old, and belonging to the following categories:

1. Regularly enrolled students of courses in fashion design and/or model design in academies and universities that will finish their course of study in 2020.
2. Regularly enrolled students of technical-professional post diploma courses in fashion design and/or model design that will finish their course of study in 2020.
3. Regularly enrolled students of Masters and postgraduate programs (1st and 2nd level) in fashion design and/or model design.
4. Not employed graduates that finished their course of study in 2019/2020 academic year in fashion design and/or model design (also for the purpose of the “Pattern Maker Award”).
5. Emerging stylists and/or designers (with or without a degree) who have recently started a business with no prevalent commercial characteristics yet (also for the purpose of the “Pattern Maker Award”).
6. Regularly enrolled students or graduates in Management & Economics or Design or any degree course or postgraduate programme with disciplines like marketing and digital marketing in their curriculum (solely for the purpose of “Andreas Schmeidler Young creative leader of tomorrow” special award).

Art. 3 – CATEGORIES

The categories in the competition are the following:

- *Womenswear – Menswear – Unisex*
[Minimum number of required items: 5. Maximum number of items: 6]
- *Knitwear*
[Minimum number of required items: 5. Maximum number of items: 6]
- *Materials – Sustainability*
[Minimum number of required items: 5. Maximum number of items: 6]

- *Bags and shoes*
[Minimum number of items not required]
- *Eyewear*
[Minimum number of items not required]
- *Accessories and leather goods*
[Minimum number of items not required]
- *Model design*
[Minimum number of required items: 1]
- *Economics & Management – Digital marketing*
[development of a strategy of Content Marketing required]

All selected participants in the final phase of the International Lab of Mittelmoda contest will compete for all prizes, be they absolute, category or otherwise named except for the special prizes "Pattern Marker Award" and "Andreas Schmeidler Young creative leader of tomorrow".

The same project can be awarded with more than one price. The jury reserves the right not to award one or more prizes if the submitted projects are not compliant with the criteria requested during the brief.

Art. 4 – PRE-REGISTRATION

All contestants must pre-register online by filling up the application form at www.mittelmoda.com/register.

Registrations are open from the date of the forwarding of this call for application and will close on a date that will be advised by the organisation later.

Art. 5 – REGISTRATION

Please see the section related to the category for which you want to compete to register. (Fashion design art. 15, Model Design art. 16 or Marketing art. 17).

Art. 6 – SHIPMENT OF THE MATERIALS

Mittelmoda International Lab will communicate the date from which it will be possible to send the materials in physical format.

In the meantime, members can send the materials exclusively in digital format.

By the date that will be advised by the organisation, Mittelmoda International Lab must receive all materials. You can find the list of required materials in the individual sections of the different categories in the competition (Fashion design art. 15, Model Design art. 16 or Marketing art. 17).

Hard materials must be shipped to the following address:

CONTEST 2020 MITTELMODA
c/o Udine Gorizia Fiere
Via della vecchia filatura, 10/1
33035 Martignacco (UD) - Italy

Digital materials must be sent via WeTransfer to the following address:

info@mittelmoda.com

Art. 7 – COLLECTIONS AND COMPOSITIONS

For details about the creation of collections, model designs, paper patterns and marketing compositions, please see each section of the different categories in the competition. (Fashion design art. 15, Model Design art. 16 or Marketing art. 17).

Art. 8 – SELECTIONS

The jury will review all the received material within the date conveyed by the organisation. The official selection results will be released only through the International Lab of Mittelmoda website [www.mittelmoda.com] and through the official social media pages [[instagram.com/mittelmoda](https://www.instagram.com/mittelmoda) – [facebook.com/mittelmoda](https://www.facebook.com/mittelmoda) – [linkedin.com/mittelmoda](https://www.linkedin.com/mittelmoda)].

The results of the selection, the detailed event program and all the useful information for the final event will be promptly sent to the selected contestants for the final phase of the competition. The selected candidates will be invited to the final stage and the International Lab of Mittelmoda fashion show. They will be required to create the items of clothing and/or accessories and/or patterns previously submitted to the competition [it is allowed, for the contestants of the Model Design section, to be supported by a fashion designer for the creation of the model] in compliance to what was presented to the registration.

The finalists running for the “Andreas Schmeidler Young creative leader of tomorrow” award will be required a presentation of the composition to the jury through a dissertation and slide projection (see art. 17 and attachment 4).

All outfits and/or accessories and/or model designs and/or patterns and/or marketing compositions will be presented to the jury and will be evaluated considering the compliance to what previously submitted during the registration phase and also based on the final result of the work.

Depending on the availability of models and the guidelines of the fashion show direction, the organisation reserves the the right to modify the total number of exhibited items on the runway. In that case, this will be clarified to the contestants as soon as possible, and the choice will be - if possible - made by the candidates themselves. Therefore, all candidates are invited to clearly specify the total number of submitted items and carefully distinguish the number of men and women outfits in the registration form [see Art. 5/C].

Art. 9 – JURY AND AWARDS

The jury of the competition will be a team of qualified experts that will evaluate the submitted works based on the following criteria: creativity, internationality, technical quality and precision in work's creation. It will also be considered, in the final selection, the compliance with what established in Art. 5 and, for special awards, the pertinence to the guidelines given during the brief.

THE JURY WILL ASSIGN THE FOLLOWING AWARDS:

MAIN AWARDS:

- **"INNOVATION" main award - € 10.000,00**

Prize offered by Confindustria Moda and Fondazione Industrie Cotone e Lino.

The main prize for the most innovative collection will be awarded to the project that will best express something completely different from what has been created so far, operating a disruption in the sector. A concept of product innovation, not only aesthetical but also in other essential aspects like materials and/or manufacturing techniques and/or functionality of use. Innovation is a shift in a paradigm, it means thinking the not yet thought, developing the not yet developed and proposing the not yet proposed.

- **"CREATIVITY" main award - € 5.000,00**

Prize offered by Camera Nazionale della Moda Italiana.

The main prize for the most creative collection will be awarded to the project that will best express a new aesthetic conception, an original and harmonious mood with an unconventional and unconditioned thought. A precise and unique style must emerge, which can also be based on a reinterpretation of the past, but in an original and personal way, with a clear distinctive feature. Creativity combines intuition, passion and knowledge, expressing its own concept of beauty.

SPECIAL AWARDS:

- **"PATTERN MAKER AWARD" special prize – value of the prize € 12.000,00***

Prize offered by Lectra S.p.A.

The special prize for the creation of the best outerwear will be awarded to the model designer who will best use his or hers technical skills.

*The winner of the "Pattern Maker Award" will be rewarded by Lectra S.p.A through Modaris® software licence for the industrialisation of the collection. The prize also includes a training session with an expert from Lectra's team. *Please see attachment 3 for the technical specifications.*

- **"Sustainability Award" special prize: € 3.000,00**

Prize offered by DONDUP

Special award for the collection with the best functionality with respect for the environment.

- **"Andreas Schmeidler – Young creative leader of tomorrow - Digital Content / Web Marketing" special prize : € 1.500,00 + Executive Master in e-commerce management and technology 4.0 at SAA – School of Management Torino**

Prize offered by the Association "Amici di Andreas" and from Fashion Magazine.

The "Andreas Schmeidler Young creative leader of tomorrow" special prize will be awarded to the marketer who will best interpret the brief and who will create the most innovative editorial plan - including a media plan - based on a content marketing strategy to boost and support an owned fashion e-commerce of choice.

Please see attachment 4 for the technical specifications.

CATEGORY AWARDS:

- **Menswear & Womenswear € 1.500,00**

Prize offered by SMI – Sistema Moda Italia

- **Shoes & Bags Award: € 1.500,00**

Prize offered by MICAM

- **TheOneSeasonless: € 1.500,00**

Prize offered by TheOneMilano for the collection that will best interpret the concept of "seasonless"

- **Accessories (Eyewear, Jewelry, Bijoux, Hats, Scarves, etc.): € 1.500,00**

Prize offered by MIDO

- **Textile & Materials Award: € 1.500,00**

Prize offered by Milano Unica

- **Knitwear Award: € 1.000,00**

Prize offered by Benetton Group

The organisation reserves the right to introduce new awards that will be published on the website [www.mittelmoda.com] and through the social media pages [[instagram.com/mittelmoda](https://www.instagram.com/mittelmoda) – [facebook.com/mittelmoda](https://www.facebook.com/mittelmoda) – [linkedin.com/mittelmoda](https://www.linkedin.com/mittelmoda)].

Art. 10 – TRAVEL AND ACCOMMODATION EXPENSES

Travel expenses from and to Milan and/or accommodation expenses of the finalists at the 27th edition of International Lab of Mittelmoda final event will be refunded by the Association.

**Accommodation in an affiliated facility subjected to availability. Agreement for finalists only. Expenses for partners and/or tutors not included. Refund policy and methods will be informed promptly to the selected candidates.*

Art. 11 – PROPERTY OF ITEMS OF CLOTHING AND COMPOSITIONS

All submitted and presented items will remain of candidates' property, unless specific indications for special awards.

Mittelmoda International Lab Association reserves all publication rights.

The compositions - in digital form - submitted to run for the “Andreas Schmeidler Young creative leader of tomorrow” award will not be returned and will be included in the Mittelmoda International Lab archives.

The organisation reserves the right to keep the garments and/or model designs and/or patterns - prior authorisation from the candidates - for the final phase, for a period of time not exceeding six months and submit said items to fashion brands, to show in exhibitions, photoshoots, television and other shows in order to promote the stylists and the event itself.

Art. 12 – RESPONSIBILITY

Mittelmoda International Lab Association excludes any and all liability in case of damage or theft during the selections, transport, display and during the period in which the items are kept for the final phase.

Art. 13 – FASHION SHOW

The final phase of International Lab of Mittelmoda, the fashion show and the award ceremony will take place in Milan, on a date that will be released soon by the organisation.

The program will be published on our website [www.mittelmoda.com] and through social media pages [[instagram.com/mittelmoda](https://www.instagram.com/mittelmoda) – [facebook.com/mittelmoda](https://www.facebook.com/mittelmoda) – [linkedin.com/mittelmoda](https://www.linkedin.com/mittelmoda)].

Art. 14 – ARRIVALS AND DEPARTURES

The detailed program of the final phase of International Lab of Mittelmoda - with all details regarding arrivals, departures and other tasks for the participants - will be communicated to the selected candidates immediately after the selection phase.

Art. 15 – FASHION DESIGNERS *(see attachment 2)*

MATERIAL SUBMISSION

Once the pre-registration to the Mittelmoda International Lab Association is successfully completed [see Art. 3], the following enrollment documents must be received - in digital or physical form - by the date that will be released by the organisation:

- A. Copy of this application undersigned in acceptance.
- B. Attachment 1: Filled up with every requested detail, with passport photo.
- C. Attachment 2: Filled up with every collection detail and undersigned in acceptance.
- D. Physical portfolio [binded and showing the candidate's name] or digital portfolio [one document, PDF format] including sketches of the submitted collection, technical work description, fabrics, colors, accessories and concept description of the collection [maximum of 500 chars.].
- E. Detailed CV [english or italian].
- F. Copy of the diploma/degree or self-certification for candidates that already finished their studies.
Or
Certificate of attendance for the candidates that are finishing their studies or are attending a Master - level 1 or 2.
Or
Certificate of work for candidates working as stylists or model designers on their own or on behalf of others [other fashion brands].
- G. Potential prototype of one outfit of the submitted collection.
- H. Biography [minimum 300 maximum 500 characters].
- I. 5 professional high definition pictures [minimum 3000px width] of past collections and/or the submitted collection [if already produced].

PLEASE NOTE: The lack of only one of the required elements may be cause for rejection of the application. The portfolios [mandatory] or the prototypes [optional] submitted to the contest and sent will not be returned under any circumstance and will be included in Mittelmoda International Lab's archives. Therefore we invite - those who disagree - to forward non original material or in digital forms only.

All participants are invited to send high definition and high quality material [for example patterns, concepts, photos, biography], because it will be used as showcase for fashion brands looking for new designers, and also for promotional and commercial purposes on behalf of Mittelmoda and other parties [for example: fashion magazines, social media, PR].

Recommended format: JPG/PNG – 3000 px width.

The organisation reserves the right not to publish the received material if deemed as inappropriate, as not produced within deadlines or not compliant with the requested methods.

SUBMITTED COLLECTION

Creation: The submitted designs in the outfit and accessories competition must perfectly match the sketches and must follow the indications given during the pre-registration phase. The designs also must be made by the candidates themselves, if selected for the final phase of the contest. An exact and accurate technical execution of the items is required to be entered in the competition.

PLEASE NOTE: The submitted collection does not have to be exclusively created for International Lab of Mittelmoda contest. It can be previously created and already produced.

The registration of the collection to the contest is not subject to any constraints, except those of the law relating to copyright and intellectual property rights.

Sizes: The submitted outfits must be in line with the sizes of the following regulations:

MEN

HEIGHT: 73 inch / 185

cm

CHEST: 40 inch / 102

cm

WAIST: 32 inch / 82 cm

HIPS: 39.5 inch / 101

WOMEN

HEIGHT: 69 inch / 177

cm

CHEST: 35 inch / 89.5

cm

WAIST: 25 inch / 64 cm

HIPS: 36 inch / 91.5 cm

Materials: It is allowed to use any material as long as compliant with regulations for the protection of the environment.

Season: The season can be chosen by the candidate.

Expulsion - Disputes: The organisation reserves the right to disqualify the candidates from the competition in the event that the items of clothing and/or accessories are not corresponding to the guidelines of this regulation.

The resolution of any dispute in this contest will be assigned to an arbitration panel thus appointed: a member for each side and a third member appointed by the President of Udine's Court.

REQUESTED MATERIAL - FINALISTS

We already inform you that the selected candidates will be requested to forward the following documents at info@mittelmoda.com via WeTransfer:

1. At least 3 high definition photos [JPG format – min 3000 px width] of the selected project's outfits and/or accessories and/or model designs.
2. Biography [min 300 characters] including links to the finalists' social media pages.
3. Video and promo material about the collection and/or the finalist and/or the brand [optional].

The candidate agrees to produce and forward all above listed material, by subscribing this application, under penalty of exclusion from the competition.

Art. 16 – **MODEL DESIGNERS** *(see attachment 3)*

MATERIAL SUBMISSION

Once the pre-registration to the Mittelmoda International Lab Association is successfully completed [see Art. 3], the following enrollment documents must be received - in digital or physical form - by the date that will be released by the organisation:

- A. Copy of this application undersigned in acceptance.
- B. Attachment 1: Filled up with every requested detail, with passport photo.

- C. Requested material of attachment 3: Moodboard, flat sketch (front and back), garment technical sheet with measurements, type of fabrics, templates or patterns, lining and interlining (with explanation).
- D. Physical portfolio [binded and showing the candidate's name] or digital portfolio [one document, PDF format] including requested material above, technical work description, fabrics, colors and concept description of the collection [maximum of 500 chars.].
- E. Detailed CV [english or italian].
- F. Copy of the diploma/degree or self-certification for candidates that already finished their studies.
Or
Certificate of attendance for the candidates that are finishing their studies or are attending a Master - level 1 or 2.
Or
Certificate of work for candidates working as stylists or model designers on their own or on behalf of others [other fashion brands].
- G. Biography [minimum 300 maximum 500 characters].
- H. 5 professional high definition pictures [minimum 3000px width] of past model designs and/or the submitted model design [if already produced].

PLEASE NOTE: The lack of only one of the required elements may be cause for rejection of the application. The portfolios [mandatory] or the prototypes [optional] submitted to the contest and sent will not be returned under any circumstance and will be included in Mittelmoda International Lab's archives. Therefore we invite - those who disagree - to forward non original material or in digital forms only.

All participants are invited to send high definition and high quality material [for example sketches, concepts, photos, biography], because it will be used as showcase for fashion brands looking for new designers, and also for promotional and commercial purposes on behalf of Mittelmoda and other parties [for example: fashion magazines, social media, PR].

Recommended format: JPG/PNG – 3000 px width.

The organisation reserves the right not to publish the received material if deemed as inappropriate, as not produced within deadlines or not compliant with the requested methods.

SUBMITTED MODEL DESIGN

Creation: The submitted model designs must perfectly match the sketches and must follow the indications given during the pre-registration phase. The designs also must be made by the candidates themselves, if selected for the final phase of the contest. An exact and accurate technical execution of the items is required to be entered in the competition.

PLEASE NOTE: The submitted outerwear does not have to be exclusively created for International Lab of Mittelmoda contest. It can be previously created and already produced.

The registration of the outerwear to the contest is not subject to any constraints, except those of the law relating to copyright and intellectual property rights.

Sizes: The submitted outfits must be in line with the sizes of the regulations in attachment 3.

Materials: It is allowed to use any material as long as compliant with regulations for the protection of the environment.

Season: The season can be chosen by the candidate.

Expulsion - Disputes: The organisation reserves the right to disqualify the candidates from the competition in the event that the model designs are not corresponding to the guidelines of this regulation.

The resolution of any dispute in this contest will be assigned to an arbitration panel thus appointed: a member for each side and a third member appointed by the President of Udine's Court.

REQUESTED MATERIAL - FINALISTS

We already inform you that the selected candidates will be requested to forward the following documents at info@mittelmoda.com via WeTransfer:

1. At least 3 high definition photos [JPG format – min 3000 px width] of the selected project's model designs.
2. Biography [min 300 characters] including links to the finalists' social media pages.
3. Video and promo material about the model design and/or the finalist and/or his/hers previous works.

The candidate agrees to produce and forward all above listed material, by subscribing this application, under penalty of exclusion from the competition.

MATERIAL SUBMISSION

Once the pre-registration to the Mittelmoda International Lab Association is successfully completed [see Art. 3], the following enrollment documents must be received - in digital or physical form - by the date that will be released by the organisation:

- A. Copy of this application undersigned in acceptance.
- B. Attachment 1: Filled up with every requested detail, with passport photo.
- C. Requested material of attachment 4: selected brand, competitive analysis, as-is analysis, definition, personas mapping and analysis, customer journey mapping, with main touchpoints explanation and content marketing strategy definition.
- D. Paper draft [binded and showing the candidate's name] or digital draft [one document, PDF format] including requested material above.
- E. Detailed CV [english or italian].
- F. Copy of the diploma/degree or self-certification for candidates that already finished their studies.
Or
Certificate of attendance for the candidates that are finishing their studies or are attending a Master - level 1 or 2.
Or
Certificate of work for candidates working as stylists or model designers on their own or on behalf of others [other fashion brands].
- G. Biography [minimum 300 maximum 500 characters].
- H. 3 professional high definition pictures [minimum 3000px width].

PLEASE NOTE: The lack of only one of the required elements may be cause for rejection of the application. The composition [mandatory] submitted to the contest and sent will not be returned under any circumstance and will be included in Mittelmoda International Lab's archives. Therefore we invite - those who disagree - to forward non original material or in digital forms only.

All participants are invited to send high definition and high quality material [for example sketches, concepts, photos, biography], because it will be used as showcase for fashion brands looking for new designers, and also for promotional and commercial purposes on behalf of Mittelmoda and other parties [for example: fashion magazines, social media, PR].

Recommended format: JPG/PNG – 3000 px width.

The organisation reserves the right not to publish the received material if deemed as inappropriate, as not produced within deadlines or not compliant with the requested methods.

The resolution of any dispute in this contest will be assigned to an arbitration panel thus appointed: a member for each side and a third member appointed by the President of Udine's Court.

REQUESTED MATERIAL - FINALISTS

We already inform you that the selected candidates will be requested to forward the following documents at info@mittelmoda.com via WeTransfer:

1. At least 3 high definition photos [JPG format – min 3000 px width].
2. Biography [min 300 characters] including links to the finalists' social media pages.

The candidate agrees to produce and forward all above listed material, by subscribing this application, under penalty of exclusion from the competition.

Art. 18 – SUBSCRIPTION

The signing of this regulation and attachments implies full acceptance of the regulation itself, from art. 1 to art. 15, and the authorization to process personal data according to the law 196/2003 T.U. on privacy.

Date

Signature

ATTACHMENT 1: PERSONAL DATA

| | |
|---------------------|--|
| Name: | |
| Surname: | |
| Address: | |
| City: | |
| Date of birth: | |
| Place of birth: | |
| Nationality: | |
| Passport N°: | |
| Social Security N°: | |
| E-mail: | |
| Cell N°: | |
| Instagram: | |
| Facebook: | |
| Website: | |
| Spoken languages: | |

EDUCATION DETAILS - COURSE OF STUDY

| | |
|--------------------------|--|
| Institution of origin: | |
| Name of the course: | |
| Graduation year/month: | *in the case of enrollment in the last year, please write the expected graduation month. |
| Institution address: | |
| Institution contacts: | |
| Tutor's name and e-mail: | |

ATTACHMENT 2: COLLECTION – FASHION DESIGN DETAILS

| STYLE AND CATEGORY | | OUTFITS' COLLECTION | |
|--------------------------|--|--------------------------|--|
| High Fashion | | N° of Menswear outfits | |
| Prêt-À-Porter | | N° of Womenswear outfits | |
| Avant-garde/Experimental | | Total N° of outfits: | |
| Street style | | N° of accessories: | |
| Jean créature | | N° of knitwear: | |
| Modest fashion | | | |

*put an X, a number or the chosen alternative inside the boxes

| ACCESSORIES COLLECTION | | | |
|---|--|---------------|--|
| *specify the number of accessories designed and made by the candidate | | | |
| N° of bags | | N° of jewelry | |
| N° of shoes | | N° of | |
| N° of eyewear | | Other: | |

SPECIAL PROJECTS - INTERNSHIP:

I want to be informed about activities and any special project of Mittelmoda International Lab Association.

| | |
|-----|----|
| YES | NO |
|-----|----|

I am interested in receiving communications on any internship offered by partners who work with Mittelmoda International Lab Association.

| | |
|-----|----|
| YES | NO |
|-----|----|

ATTACHMENT 3: MODEL DESIGNERS - SPECIAL PRIZE “PATTERN MAKER AWARD”

The “Pattern Maker Award” is addressed to the model designer’s category and is offered by Lectra S.p.A. Lectra S.p.A. – with the valuable support of *Carlo Barbieri* [*Pattern Maker Manager of Twinset S.p.A.*] and of *Maurizio Cazzin* [*Pattern Maker Manager of Giorgio Armani Group*] – will evaluate the design and modeling techniques used in the creation of an outerwear.

The contestants will have to create a men or women’s outerwear alongside with:

- Moodboard.
- Flat sketch (front and back).
- Technical sheet of the outerwear with measurements. Also, an explanation on types of fabrics, linings and interlinings.
- Pattern design in the chosen size.

The contestants that will be selected for the final phase must provide:

- Finished prototype compliant with what submitted in the previous phase.

Please send all the material in PDF format to:

info@mittelmoda.com

via WeTransfer.

For further information regarding the LECTRA special award only, please refer to:

Barbara Raele - *Communication, PR & Educational Project Manager*

Office: +39 02 21047326 - Mobile: +39 335 5753384

E-mail: b.raele@lectra.com

SPECIAL PROJECTS - INTERNSHIP:

I want to be informed about activities and any special project of Mittelmoda International Lab Association.

| | |
|-----|----|
| YES | NO |
|-----|----|

I am interested in receiving communications on any internship offered by partners who work with Mittelmoda International Lab Association.

| | |
|-----|----|
| YES | NO |
|-----|----|

MEN'S OUTERWEAR - ANATOMICAL MEASUREMENTS

| MISURE ANATOMICHE UOMO | GAMMA TAGLIA | S | M | L | XL | XXL | |
|------------------------|----------------------------------|----|----|-----|----|-----|--|
| | ALTEZZA TOTALE | 46 | 48 | 50 | 52 | 54 | |
| | LARGH. SPALLE DIETRO | | | 46 | | | |
| | CIRC. TORACE | | | 100 | | | |
| | CIRC. VITA | | | 86 | | | |
| | CIRC. BACINO | | | 102 | | | |
| | LUNGH. BRACCIO DA OMERÒ A POLSO | | | 68 | | | |
| | CIRC. BRACCIO/MUSCOLO | | | 32 | | | |
| | CIRC. POLSO | | | 19 | | | |
| | CIRC. COSCIA | | | 58 | | | |
| | INTERNO GAMBA FINO ALLA CAVIGLIA | | | 80 | | | |
| | CIRC. COLLO | | | 41 | | | |
| | | | | | | | |
| | | | | | | | |

WOMEN'S OUTERWEAR - ANATOMICAL MEASUREMENTS

| MISURE ANATOMICHE | *** le misure sono prese a palle | 36 | 40 | 42 | 44 | 46 | 48 | 50 |
|----------------------------|----------------------------------|----|------|----|----|----|----|----|
| A. LARGH. SPALLE | | | 37,5 | | | | | |
| C. CIRCONF. TORACE/SENDO | | | 84 | | | | | |
| B. CIRCONF. VITA | | | 64 | | | | | |
| F. CIRCONF. BACINO | | | 91 | | | | | |
| G. CIRCONF. COSCIA | | | 50 | | | | | |
| L. LIVELLO VITA POSTERIORE | | | 38 | | | | | |
| M. LIVELLO SENDO | | | 25,5 | | | | | |
| M1 APERTURA SENDO | | | 17,5 | | | | | |
| N. LUNGH. INTERNO GAMBA | | | 81 | | | | | |
| Q. LUNGH. BRACCIO | | | 58 | | | | | |
| S. CIRCONF. MUSCOLO | | | 25 | | | | | |

ATTACHMENT 4: MARKETERS - MARKETING SPECIAL AWARD “ANDREAS SCHMEIDLER – YOUNG CREATIVE LEADER OF TOMORROW”

The “Andreas Schmeidler Young creative leader of tomorrow” special award - content marketing strategies to support e-commerce channels - will be assigned to the most innovative, creative and achievable project among those presented in the competition.

The candidates are required to:

- Choose an owned e-commerce of a well-known fashion luxury brand.
- Make a digital competitive analysis - analyze the competitive context.
- Make a digital pen portrait - analyze the brand strategy as-is and its digital strategy.
- Define, analyze and map the buyer personas and the customer journey.
- Define the guidelines of the content marketing strategy.
- Create 3 digital branding recommendation.

The candidates that will be selected for the final phase will be requested to:

- Define an editorial and media plan, including budget breakdown (splits must be in %).
The available budget corresponds to 2% of the turnover of the chosen brand in the last year of operation.
- Create a content marketing strategy (in its strategic and operational application, not in graphic format) suitable for touchpoints, formats and needs of the identified personas in the editorial and media plans.
- Clearly and briefly define the KPIs which the defined activities intend to impact, how and according to which assumption.

SPECIAL PROJECTS - INTERNSHIP:

I want to be informed about activities and any special project of Mittelmoda International Lab Association.

| | |
|-----|----|
| YES | NO |
|-----|----|

I am interested in receiving communications on any internship offered by partners who work with Mittelmoda International Lab Association.

| | |
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| YES | NO |
|-----|----|

