

INTERNATIONAL LAB OF MITTELMODA

Press Release
August 20th, 2019

SPECIAL AWARD:

ANDREAS SCHMEIDLER - YOUNG CREATIVE LEADER OF TOMORROW

Special Award for the collection with the greatest potential for digital virality.

The **special award Andreas Schmeidler** was created with the aim of selecting and rewarding young talents who can **combine a creative dimension with an entrepreneurial world** and take full advantage of the **new tools available in the digital age**.

Creativity and entrepreneurship are the judgment criteria, for a choice made in a parterre made up of national and international talents.

The award-winning personality will have access to the network of decision makers and creatives of both Mittelmoda and the CEO Roundtable of Fashion Magazine.

The award will be given during the award ceremony of the prestigious "INTERNATIONAL LAB OF MITTELMODA - The Fashion Award 2019", which will be held on September 16th 2019 in Milan.

25 proposals from all over the world are the finalist collections of the 26th edition of the international fashion design competition, which will compete for the eleven prizes on offer.

The "**Amici di Andreas**" association will award the winner with an **Executive Master's Degree in eCommerce Management and Technology 4.0**, promoted and conceived in collaboration by SAA - *School of Management of the University of Turin*, offered by **Fashion Magazine**.

This is a training course of 250 hours, aimed at creating a specialization able to follow and coordinate all the phases of the creation of an eCommerce project in the fashion field, ed. 2020.

The winner will also receive an economic prize of €. 2,000.

This award was conceived in collaboration with the magazine "Fashion Magazine", providing two award ceremony:

- **September 2019**
Award ceremony during the fashion show of the 26th ed. of the Fashion Award of INTERNATIONAL LAB OF MITTELMODA
- **November 2019**
Award ceremony during the Convention "Ceo Roundtable" of Fashion Magazine

Who was Andreas Schmeidler:

Andreas Schmeidler started his career in 1983, taking the reins of the family textile company Ater, where he remained until 2007. In 2008 he founded Canalecorto.com, a marketing and consulting company with a focus on alternative distribution channels to the traditional ones, both online and offline, and on the internationalization of Italian companies.

In 2010 Schmeidler became Italy's country manager of Vente-privee, the event sales portal that thanks to him made a qualitative leap, from a simple website with discounted prices to a reference point for users and for the entire fashion system in our country.

He held the position for six years and then turned over the page, projecting himself towards an upgrading. 2016 was indeed a year of change, with the start of the new adventure with Tsum - initially as a consultant and then as president - on which, thanks to his experience in digital, he had a clear strategic vision: investing in omnichannel, so to bring to the contemporary a historical reality, which in 2017 celebrated 110 years of activity.

Andreas passed away on November 3rd 2018.

"Amici di Andreas" Association:

It was created by a group of close friends together with his wife Elena and the Schmeidler family in memory of Andreas Schmeidler, with the ambition of being able to promote and encourage the work of young talents who stand out in the business world for their creativity in the fashion and digital world, in the spirit of a forerunner, a very successful manager, a pioneer in online sales, such as Andreas was.

The award was conceived together with Marc Sondermann, CEO of Fashion Magazine, a great admirer of Andreas Schmeidler and his accomplice in various public outings, always focused on the primacy of digital as well as on respect and curiosity among cultures and peoples.