

# INTERNATIONAL LAB OF MITTELMODA

## TWO ABSOLUTE PRIZE:

**Innovation** main award - € 10.000,00

**Creativity** main award - € 5.000,00

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## PATTERN MAKER AWARD

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 her technical skills.

Value of the prize € 12.000,00\*

## SUSTAINABILITY AWARD

Special award offered by **DONDUP** for **the collection with the best functionality with respect for the environment.**

## ANDREAS SCHMEIDLER PRIZE

**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.**

## SPECIFIC PRODUCT SECTOR PRIZES

- **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**
- **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**