

INTERNATIONAL LAB OF MITTELMODA

Press Release – July, 7th 2021

“INTERNATIONAL LAB of MITTELMODA – The Fashion Award 2021”

Selected the finalists of the 27th edition

The competition, this year, confirms the organization in partnership with Confindustria Moda and offers, along with the two Absolute Prizes, also specific Awards for bags, shoes, accessories, leather, knitwear, glasses, and two special Prizes dedicated to sustainability and to the “seasonless” collection. For the first time, also the “Pattern Maker Award” and a new Special Award for the best digital content manager come along in the list of the awaited prizes.

Milan, July 7th. **30 proposals** coming from all over the world are the finalists’ collections of the 27th edition of the **International Lab of Mittelmoda - The Fashion Award**, who will run for the prizes on offer.

The finalists’ selection has been carried out by the Jury, headed by the **President Matteo Marzotto**, and composed of experts of the fashion system, style offices’ managers of the companies supporting the competition and of representatives of **Confindustria Moda, Camera Nazionale della Moda Italiana and Fondazione Tessile Italiana** in a careful analysis and research on over 600 projects received from all countries in the world; only the finalists cover as many as 13. (SEE LIST ENCLOSED)

"We went looking for new ideas that we will see shaped and created in September on the Micam catwalk. The creative innovation of new talented young designers never ends. Mittelmoda’s strength is to confirm once again as a showcase for international creativity. This year too we have found great originality in the proposals entered in the competition - says **Matteo Marzotto, President of International Lab of Mittelmoda** - The Jury panel has analyzed with great attention the digital portfolios before identifying the 30 finalists, the most talented young students entering the final phase of the contest. "

The 30 selected talents will participate in the collective show on Monday, September 20, in which they will have to pass the severe Jury exam and then present their collections to journalists, experts and companies at the big fashion show, that - thanks to the abovementioned partnership with Confindustria Moda - this year will be hosted once again at Micam, Milan Fair.

At the end of the Fashion Show, at the presence of the highest representatives of the Italian fashion system, among them **Cirillo Marcolin**, Confindustria Moda President, **Carlo Capasa**, Camera Nazionale della Moda Italiana President and **Simone Canclini**, Fondazione Tessile Italiana President, the Prize Giving Ceremony will take place and the winners of the awaited Prizes on offer - with very interesting news - will be revealed.

Alongside the traditional **two Absolute Prizes** (one for **Creativity** and one for **Innovation**) and the consolidated “**Lectra Award**” - main sponsor of the event, and the reconfirmed “**DONDUP Award**”, this year dedicated to sustainability, some inedited Special sector Prizes have been added, such as: the “**Womenswear – menswear Award**” offered by Sistema Moda Italia; the “**Shoes&Bags Award**” offered by Micam/Mipel; the “**Textile&Materials Award**”

offered by MilanoUnica; the **"Accessories Award"** offered by Mido; and the **"Knitwear Award"** offered by Benetton Group. It is also new **"TheOneSeasonless Award"** offered by TheOneMilano.

The final prize pool is renewed and made more and more interesting. Alongside the traditional two Absolute Prizes (one for Innovation offered by Confindustria Moda and Fondazione Tessile Italiana and the other one for Creativity offered by Camera Nazionale della Moda Italiana), numerous Special Awards are to be added. Starting with the **"PATTERN MAKER AWARD"** offered by Lectra S.p.A and with the reconfirmed **"SUSTAINABILITY AWARD"** offered by DONDUP, some exclusive Special sector Prizes are proposed once again, such as: the **"WOMENSWEAR - MENSWEAR AWARD"**, offered by Sistema Moda Italia; the **"SHOES&BAGS AWARD"** offered by Micam; the **"THEONESEASONLESS AWARD"** offered by TheOneMilano; the **"TEXTILE&MATERIALS AWARD"** offered by MilanoUnica; the **"ACCESSORIES AWARD"** (Eyewear, Jewelry, Bijoux, Hats, Foulard, etc.) offered by Mido and the **"KNITWEAR AWARD"**, offered by Benetton Group. The inedited and innovative Special Prize **"Andreas Schmeidler - Young creative leader of tomorrow - Digital Content / Web Marketing"** offered by Associazione **"Amici di Andreas"** and by Fashion Magazine has to be added; it will be given to the digital content manager who will present the most creative editorial plan - with media plan included - based on a content marketing strategy for the support and maximization of the conversions of an e-commerce owned by one fashion brand (any brand is fine).

Aimed at creating an international network of schools and colleges of Art & Design to support the research of new designers through the promotion and enhancement of international creativity, International Lab of Mittelmoda is a valuable opportunity for students to meet and socialize; aspects that are increasingly necessary to promote the professional and personal growth of young people.

Promoted by a no profit reality - Mittelmoda International Lab - founded and guided by the leading organizations in the sector (Camera Nazionale della Moda Italiana, Fondazione Industrie Cotone Lino, Confindustria Moda), the competition operates with the collaboration of various companies that share the same mission.

In particular, Confindustria Moda, the Italian Confindustria Federation that gathers the companies of the fashion, textile and accessories sector, has reconfirmed the role of strategic and organizational partnership of the initiative, both welcoming the event at MICAM, and collaborating to give the contest a future in which a higher and higher attention is given not only to students in fashion design, but also to the other professional persons necessary to the sector, often less known and less enhanced, even though they are fundamental to maintain the quality, the beauty and the well-made, which characterize the Made in Italy.

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