



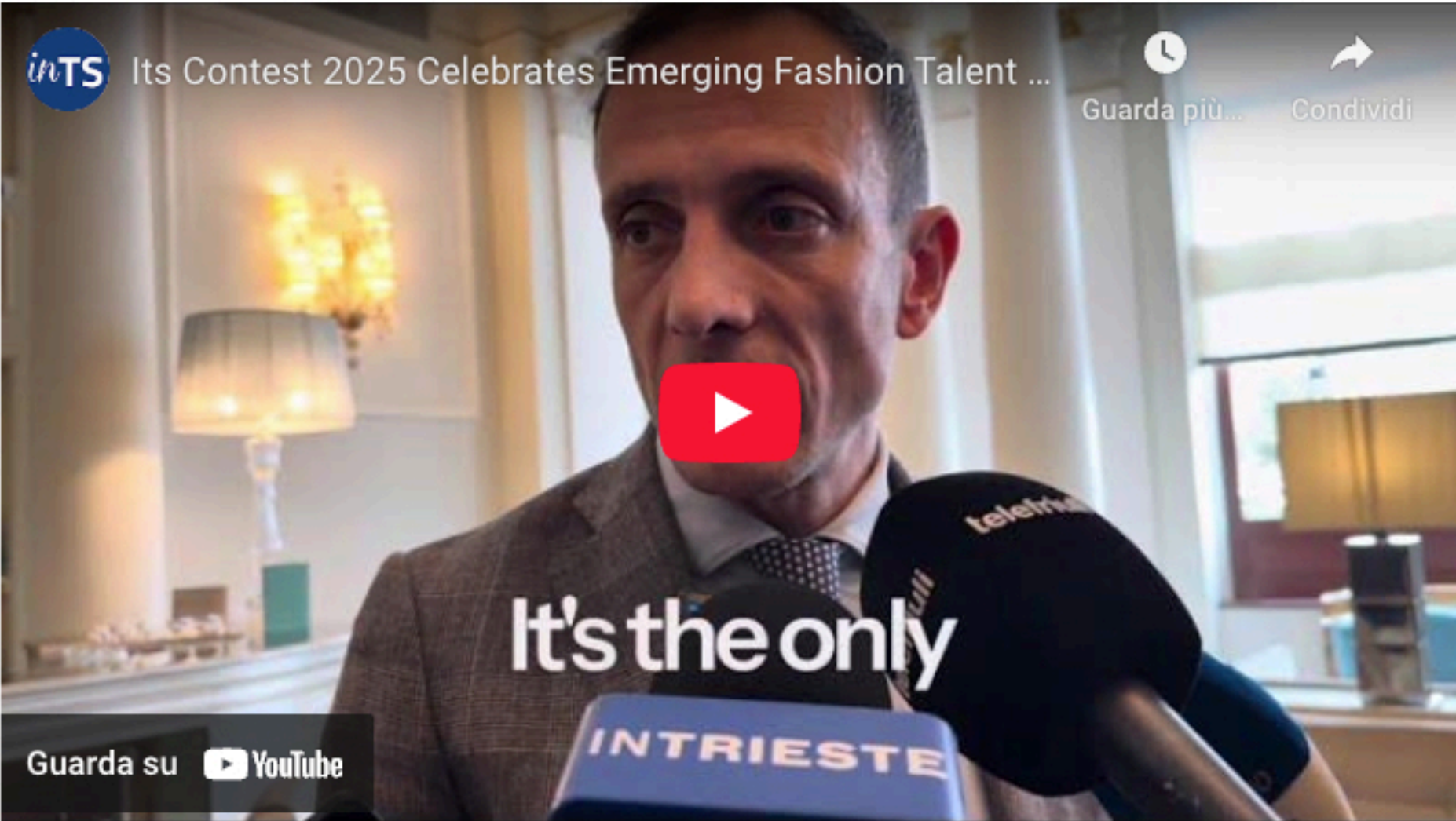
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News Culture Videos

Its Contest 2025 Celebrates Emerging Fashion Talent in Trieste

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by InTrieste

For over two decades, the Fondazione Its has served as a beacon for emerging talent in the global fashion and accessories industry, bringing the best designers from around the world to Italy’s Friuli Venezia Giulia region. The foundation’s mission to spotlight creativity was reaffirmed at the conclusion of Its Contest 2025, where the theme ‘Borderless’ was unveiled as part of the region’s broader cultural initiative, GO!2025. The theme reflects a commitment to breaking down physical and cultural barriers, fostering a global dialogue through fashion.

Governor Massimiliano Fedriga highlighted the event’s significance, emphasizing the importance of promoting creativity without borders. “We are excited to welcome the ten international finalists and introduce them to the artistic treasures of our region,” he said. “This initiative strengthens Friuli Venezia Giulia’s position as a crossroads of innovation and intercultural exchange.”

The event, which took place at the ITS Arcademy – Museum of Art in Fashion, attracted key figures from the worlds of culture and politics, including Lucia Borgonzoni, Italy’s Undersecretary for Culture, and Serena Tonel, the Deputy Mayor of Trieste. Barbara Franchin, the founder of the Its Contest, also attended the event.

Fedriga also pointed out the importance of the ITS Arcademy, the only contemporary fashion museum recognized by the Italian Ministry of Culture. “We are proud that this museum was founded here in Friuli Venezia Giulia,” he said. “We aim to continue supporting this unique platform for art, culture, and innovation.”

Since its founding in 2002, the Its Contest has been a premier platform for discovering and nurturing emerging fashion designers. The 2025 edition of the contest took a unique approach, with all selected designers being recognized as winners. The shift from a competitive model to a collaborative one emphasizes shared growth and experience among participants.

As part of their recognition, the ten finalists were awarded scholarships, training opportunities, and the chance to showcase their work at the “Borderless” exhibition, which will open at ITS Arcademy on March 27. The exhibition will feature the designs of these emerging talents, further cementing the contest’s role as a prominent force in global fashion scouting.

Interview: FVG governor, Massimiliano Fedriga