

ITS Contest 2025 in Trieste

ITS Contest 2025 in Trieste, Italy concludes as new exhibitions open at ITS Arcademy – Museum of Art in Fashion.

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The 2025 ITS Contest in Trieste was the latest edition of the design talent scouting initiative brought to life by Barabara Franchin. Since 2002, the event has been discovering and showcasing the most promising up-and-coming design talents from the realm of fashion and accessories worldwide. The aim is to offer them an opportunity to grow – together, as an answer to the global, ethical challenges of our time. Over the past twenty years, the contest has made a name for itself as a starting point for talents destined to make it in one of the most competitive industries, marked by frequent turnover rates in creative direction roles and a relentlessly fast pace of innovation.

In its final stage, the event hosted an unprecedented group celebration of ten talented young designers: Cindy Zhaohan Li (China), Gabrielle Szwarcenberg (Belgium), Macy Grimshaw (France), Maximilian Raynor (United Kingdom), Mijoda Dajomi (Germany), Naya El Ahdab (France), Patrick Taylor (United Kingdom), Qianhan Liu (China), Yifan Yu (China), and Zhuen Cai (China). The works of these international talents are to become part of the collection at ITS Arcademy – Museum of Art in Fashion.

The special ITS Jury's Rewarding Honours, an award from the international jury of designers, creatives, and industry experts, was awarded to Maximilian Raynor (United Kingdom), and the IT Fashion Film Award was given to Meret Olympia Salome Baer. All ITS Contest 2025 designers have been awarded bursaries, training experiences, and participation in the 'Borderless' exhibition at ITS Arcademy – Museum of Art in Fashion that will take place on the 27th of industry is in dire need of creative talent.

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