



All the winners of the 2024 ITS Contest

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The international platform that has been at the forefront of discovering and showcasing the most innovative talents in fashion, accessories, and jewelry design, decreed the winners of the 22nd edition of Its Contest 2024. The jury for this edition included founder Barbara Franchin together with a selection of distinguished experts, including Sara Sozzani Maino, Matteo Battiston, chief design officer at EssilorLuxottica, from Valerie Steele, director of NY's The Museum of Fit, to Stefano Gallici, creative director of Ann Demeulemeester.

Momoka Sato won the **Its academy award**. The Japanese designer won a prize of €15,000 for the most creative, socially aware, and innovative finalist project. **Ju Bao** and **Richard Farbey** took home **Its jury special award** worth €5,000. **Amina Galal**, however, won the **Its fashion film award** for a sum of €3,000. **Yu Chen** and **Fanrui Sun** won the **Its digital fashion award** for the best digital project. The **Go! 2025 borderless award** of €10,000 assigned by the Friuli-Venezia Giulia Region went to **Tomohiro Shibuki**. The Japanese creative will have the opportunity to exhibit his creations in a dedicated exhibition at Its Academy-Museum of Art in Fashion.

Chelsea Jean Lamm and the Italian **Ivan Delogu** won the **Its artwork award** of €10,000, awarded by Swatch art peace hotel. **Its sportswear awards powered by Lotto sport** of €3,000, €2,000, and €1,000 were awarded to the three finalists challenged with a sneakers project, **Clémentine Baldo**, **Ivan Delogu**, and **Tomohiro Shibuki**. The latter was also awarded by Matteo Ward with the **Its challenge the status quo award by Wråd**, which is an award for design projects that are ethical and innovative as they are informed by critical research on the role of apparel today.

Xiaoyue Liu won **Its Special Mention powered by Vogue Eyewear part of EssilorLuxottica**, with €5,000 awarded by Vogue Eyewear part of EssilorLuxottica to the most deserving project. The Italian **Francesco Delogu** obtained the recognition of **Cnmi-Camera Nazionale della Moda Italiana** worth €5,000. The **Chinese Yuxi Sun** triumphed with **Its accessories award powered by Fondazione Ferragamo** with €5,000 and a collaboration with one of the Ferragamo creative departments.

For this edition, there is also **Pitti Imagine** with **Its special mention powered by Pitti Immagine tutoring & consulting**. The winner Marcel Sommer from Germany won a 6 months mentorship by the Pitti Immagine tutoring & consulting direction. Finally, **Its special mention powered by Fondazione Sozzani** was awarded to **Wanqi Huang**, who will be hosted at Fondazione Sozzani with a solo exhibition.

The finalists' and winners' works will be featured in the **"Born to Create" exhibition**, running from March 28, 2024, to January 2025 at Its Academy-Museum of Art in Fashion, Italy's first museum dedicated to contemporary fashion, before being included in the museum's permanent collection. The event will conclude with the Its public's choice award, valued at €5,000, determined by votes from exhibition visitors.

Born to Create exhibition
 Its Academy-Museum of Art in Fashion
 via della Cassa di Risparmio 10
 34121 Trieste TS - Italy
itsweb.org

Photo: The finalists of the 2024 edition of Its Contest in Trieste. Courtesy image of Its

