

## FASHION

**ITS CONTEST 2023: BORN TO CREATE**

By Martina Conte

On May 10, 2023, applications officially opened for the new edition of ITS Contest, one of the world's most important competitions for emerging fashion designers.

The new format offers finalists the opportunity to participate in a creative residency at ITS Arcademy, the new museum of contemporary fashion in Italy. Their works will become part of ITS Arcademy's permanent Collection.

ITS Contest – International Talent Support is born in 2002 with the aim of intercepting the most interesting creative talents from all over the world. The 2023 edition is open to emerging designers and students enrolled in fashion, accessories and jewelry courses worldwide, who can submit their collections between May 10 and September 10, 2023. Finalists will be announced in November 2023.

In addition, contestants are also allowed to participate in the ITS Artwork selection, in collaboration with Swatch Art Peace Hotel, an evaluation of their potential based on their portfolios, the ITS Special Mention powered by Vogue Eyewear part of EssilorLuxottica, the ITS Sportswear Award powered by Lotto Sports, and the ITS Digital Fashion Award, dedicated to digital projects.

Over the past decades, ITS Contest has scouted innovative creatives from around the world, thus helping to change the face and world of contemporary fashion. Many of them to this day have launched their own Brand or work for the world's leading fashion houses. Some notable examples are Demna (creative director of Balenciaga), Matthew Blazy (creative director of Bottega Veneta), and Richard Quinn (the first designer to receive the design award established by Queen Elizabeth II in 2018), and these are just a few of the prominent names who have participated in this competition.

The ITS Arcademy – Museum of Art in Fashion, the first contemporary fashion museum in Italy, which opened in Trieste on April 18, will be the venue for the final stages of the contest.

Discover more at [itscontest.org](https://itscontest.org)

