

# The ITS Contest 2025 Designers Have Been Announced

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## ITS Contest 2025 Finalists Announced – A New Generation of Borderless Designers



The wait is over. Countless hours to meet with hundreds of young talents around the world, days spent looking at 880 applicants from 75 countries and finally, two intense days of portfolio reviewing with a Jury composed of renown professionals from the industry. A massive endeavour to come up with the **new generation of emerging talents** selected by ITS Contest, poised to transform the fashion world with their daring and original approaches.

All designers receive the **ITS Creative Excellence Award 10x10x10**. They will each receive €10,000 and participate in a ten-day creative residency spanning Trieste and iconic locations across the Friuli Venezia Giulia Region. A unique experience that will enable designers to participate in one-of-a-kind workshops and network with industry leaders.

In addition, their projects will receive unparalleled exposure, showcased in a dedicated exhibition at ITS Arcademy – Museum of Art in Fashion for ten months, Italy's first contemporary fashion museum. Their projects will be showcased for ten months.

They will also further their understanding of the fashion industry through a series of immersive experiences, developed in collaboration with the ITS Contest partners.

### The ITS Contest 2025 Selected Designers:

Zhuen Cai – China  
 Mijoda Dajomi – Germany  
 Naya El Ahdab – France  
 Macy Grimshaw – France  
 Cindy Zhaohan Li – China  
 Qianhan Liu – China  
 Maximilian Raynor – United Kingdom  
 Gabrielle Szwarcenberg – Belgium  
 Patrick Taylor – United Kingdom  
 Yifan Yu – China

The spirit of this new generation of designers resonates in "Borderless", the theme of this year's edition of ITS Contest. 10 designers who confront global challenges with a vision that transcends cultural and geographical barriers, developing creative responses to tackle both personal and global difficulties and push the traditional boundaries of fashion and art.

*"This year's collections embody both struggle and strength, telling stories of protection and resilience in uncertain times. The designers use repurposed materials to make tangible the ideas of security and hope, bridging the past and the future, the digital and the physical, rediscovering fashion as a profound means of expression."* **Barbara Franchin**, President of Fondazione ITS

### The Jury

We would like to thank the ITS Contest Jury for their commitment in evaluating all the projects and coming up with this new generation of talents:

**Andrea Rosso** – Diesel Sustainability Ambassador and Founder of MYAR  
**Barbara Franchin** -President, Fondazione ITS  
**Carlo Giordanetti** – CEO, Swatch Art Peace Hotel  
**Caroline Issa** – Chief Executive and Fashion Director, TANK  
**Deanna Ferretti** – Founder, Miss Deanna and Co-Founder Modateca Deanna and Sonia Veroni – CEO, Modateca Deanna and Director of Master in Creative Knitwear Design Accademia Costume & Moda  
**Emanuele Coccia** – Philosopher  
**Luca Rizzi** – Pitti Imagine Tutoring & Consulting Director, e-P Summit Project Leader  
**Marco Sammiccheli** – Curator for Design, Fashion, Crafts / Director Museo del Design Italiano at Triennale Milano  
**Maria Sole Ferragamo** – Designer  
**Matteo Battiston** – Chief Design Officer, EssilorLuxottica  
**Matteo Ward** – CEO and Co-Founder, WRÅD  
**Orsola de Castro** – Co-Founder of Fashion Revolution and Esthetica  
**Sara Sozzani Maino** – Creative Director, Fondazione Sozzani  
**Stefania Ricci** – Director of Museo Ferragamo and Fondazione Ferragamo  
**Tom Eerebout** – Stylist and Fashion Consultant  
**Valentina Maggi** – Director of Creative Practice, Floriane de Saint Pierre & Associés

This is what they said about this year's selection:

*"It's inspiring to see how young talents re-define the boundaries of style, blending tradition with fearless originality and a strong sense of purpose."* Matteo Battiston, Chief Design Officer EssilorLuxottica

*"A recurring trait, not always positive but undeniably present, is the dominance of the personal sphere— a deeply intimate approach that often shapes and drives projects aimed at others, at the community."* **Marco Sammiccheli**, Curator for Design, Fashion, Crafts at Triennale Milano / Director Museo del Design Italiano

*"In an age of ecological destruction, social disconnection, culture wars and political upheaval, the candidates and their work give us hope that creative design can provide some joy, thoughtfulness and inventive solutions to bring humanity closer together and start healing the planet – a beautiful thing to witness."* **Caroline Issa**, Chief Executive and Fashion Director of London-based quarterly title TANK

The Residency starts on March 9th, marking the beginning of the final phase of ITS Contest 2025.

Creativity is alive and kicking!

Credits: © Courtesy of Fondazione ITS