

ITS ANNOUNCES THE WINNERS OF 2021 EDITION

Trieste, 19 November 2021 - **ITS - International Talent Support** unveils the winners of the 19th edition of **ITS Contest** - the international award dedicated to talent and creativity in fashion and design.

ITS Contest 2021 received over **530** entries from all over the world, **60** nationalities were represented, more than **80** schools based in **30** countries. A new generation of talents who have learnt to overcome barriers, communicating creativity with innovative tools, with a multifaceted vision of the world, capable of interpreting the contemporary and anticipating the future.

These are the emerging designers awarded:

Aitor Goicoechea Abruza and Adam Elyassé (ex-aequo): ITS Responsible Creativity Award by Allianz

Hua Hui: ITS Digital Fashion Award

Tae Choi: OTB Award

Mohammed El Marnissi: Swatch Art Peace Hotel Award

Qingzi Gao, Tomer Stolbov, Hadar Slassi: Lotto Sport Award

Hadar Slassi: ITS Fondazione Ferragamo Award

Tianan Ding: Vogue Talents Special Mention

Motivation behind awards

ITS Responsible Creativity Award by Allianz (ex-aequo)

Aitor Goicoechea Abruza

“There’s really something intriguing in Aitor’s work, there’s sensuality, you can almost taste it, smell it. There’s a really textural, colorful side to it, you want to bite into it. You feel like he’s going into other cultures and examining his own identity. At first it feels like a collection of images from an amazingly curated magazine or exhibition, and then suddenly you see that there’s process, and it is an extremely precise process. What’s amazing is that you end up with super-intriguing clothes that are super-wearable at the same time. There is an incredible sense of color that is in balance with his sense of texture. He knows how to build texture and to capture color within the appropriate texture, which is a huge challenge because it makes it emotional. You feel like he’s telling stories in layers, and I loved the overlaid photographs because he’s telling us “this is what it is” and he is showing it for what it is, but at the same time there’s so much layering behind it. The embroidery work is really impressive too. You want to grab these garments, you want to try and wear them and adapt them to your own body.”

Adam Elyassé

“Adam is someone who is re-evaluating his ethnic heritage, the challenges of a landscape imposed on people of a certain area, removing any limitations of sex or gender and confronting the environment without ever losing his artistic fingerprint, his style and his own journey, which can all be seen throughout the concept. At the end his work is extremely technical with an evident do-ability that is also part of it, with this kind of patchwork of shapes, and I found an amazing balance between exploration, origin, problem solving, personal conflict and resolution. And it is all really intriguing and really strong.

I also think that this idea of clothes exploring the harsh realities of the environment is an extremely relevant discourse, not because of the idea of sustainability or environment, or because we are building these kind of Waterworld or Dune-like landscapes where our earth is going to become increasingly uninhabitable. Not because of that. It's because there is this general idea, even in contemporary commercial fashion and accessories, that your clothes actually have a purpose in the outdoor world, that they help you deal with the outdoor world, and I love the fact that Adam has gone into how other generations and tribes approach and deal with the realities of their environment and asked himself how do you translate that into contemporary fashion, how does that adapt to somebody who doesn't live in that environment. The whole collection is an extremely interesting perspective on what clothes are and what they are for.”

Hua Hui: ITS Digital Fashion Award

“We selected Hua Hui as the well deserved winner of this award for the depth & quality of the research, as well as its relevance to the concept and rich narrative. I loved the archetypal references of the villain and hero, expressed from such a different cultural point of view. The narrative itself expressed consciousness towards the problems of capitalism. It was at the same time valuable and valid. The aesthetics, the choices, the perspectives, down to the branding was exciting. This project goes back to the 'Why', the 'How' and the 'What' of each design, and in doing so provides an immersive world fueled by the power of imagination. I would love to see this project developed into a book. And I would buy that book.”

Tae Choi: OTB Award

Renzo Rosso chose Tae “Because of its clarity, sophisticated yet very simple and balanced aesthetic. It is a menswear project with a modern, up-to-date design. Simple, without useless embellishment and executed with extreme care on shapes, details, and expressing a deep study on volumes, unexpected cuts, accurate color mix. I believe that this project represents an example of a modern and wearable product”.

Mohammed El Marnissi: Swatch Art Peace Hotel Award

Carlo Giordanetti chose Mohammed because his collection “Has the power to unleash imagination, it is generated by a powerful story, defines itself as agender showing openness of mind and uses color and materials to create a positive, happy mix”.

Qingzi Gao: Lotto Sport Award

Lotto Sport selected Qingzi for the “Creativity and originality expressed in terms of concepts, modeling, colors and graphics. An ability to express and convey ideas, drawing skills, explanations and the use of digital programs. Design skills, in terms of quality of the models and prototypes presented. Presentation of the project - both in the portfolio and in the performance video. And finally a sportswear attitude”.

Hadar Slassi: ITS Fondazione Ferragamo Award

Stefania Ricci chose Hadar “For the ability to combine the most advanced technologies and attention to sustainability with traditional craftsmanship and an ergonomic shape of the shoe, elements which can be found in Salvatore Ferragamo’s creativity”.

Tianan Ding: Vogue Talents Special Mention

Sara Sozzani Maino chose Tianan for “The vision and boldness of going beyond the concept of a fashion brand. Responsibility, creativity, awareness, craftsmanship and passion were all combined together for an unique artistic project.”

ITS 2021 Jury

An international panel of jurors examined the designers' projects, delving into the inspirations of the individual portfolios and the transformation of the concepts into clothing, accessories, and jewelry.

Mika – Singer and Songwriter

Renzo Rosso – Chairman of OTB

Carlo Giordanetti – Management Swatch International

Aitor Throup – Artist, Designer, Creative Director

Stefania Ricci – Director Museo Salvatore Ferragamo and Fondazione Ferragamo

Sara Sozzani Maino – Deputy Editor in Chief di Vogue Italia, Head of Vogue Talents

Barbara Franchin – Founder and Director ITS

“8 amazing projects that kind of travel around the world. What is amazing is this ever-present storytelling responsibility. There is definitely - overwhelmingly - a kind of urgency to discuss, challenge and establish the concept of identity. That's one thing that was really present throughout and some designers approached it in completely different ways than others. Going through their projects you feel they're trying to form an idea of who they are, either looking at their past, or their parents, to project themselves in the future as well. Future nostalgia is mentioned in a quite explicit way, but there's also a lot of people re-evaluating or re-examining traditional textiles, silhouettes and shapes. And it's not just that. There is also a sense of magic, of whimsy, of fairy tales. In all of its danger, in all its playfulness and poetry at the same time..”

Mika - Singer and Songwriter

“The overall project mix I saw was a great mirror of the current world situation, a clear response to the social mood and evolution. I could sense a higher, perfectionist attention to de-

tails, and more available time to spend on the projects. There are continuous references to friends and relatives in the concepts and in the locations chosen for the look books, since Covid lockdown forced people to spend more time at home. And generally speaking, there is a more individual aesthetics with a genderless approach, and the return of a kind of brightness, of joyful colors.”

Renzo Rosso - Chairman of OTB

“Very nice fashion projects. There is a renewed sense of lightness and colour, a refreshing open-minded attitude. Surprising because smart, not over-intellectualised. A positive edition, admirable as brought to life amongst a difficult overall situation.”

Carlo Giordanetti - Management Swatch International, CEO Swatch Art Peace Hotel

“Technology has become fundamental, video messages of emotions and personal visions, portfolios curated in every detail! Always inspiring to hear the voice of the new generation.”

Sara Sozzani Maino - Deputy Editor in Chief Vogue Italia, Head of Vogue Talents

“It has been a great honor to be involved in the first edition of the ITS Digital Fashion award. Even though digital art and design isn't new; I believe that the recent global events that immobilized yet unified us have given rise to new possibilities which have been under the mainstream radar for a long time. The projects that we saw proved overall a high degree of optimism and hope, in the aftermath of a global pandemic. There were dystopian undertones inevitably, but I feel that the infinite possibilities granted by the digital medium are creative more utopian focused collective consciousness. However even in these instances, I felt a huge sense of happiness regarding the high level of standards that is being achieved by students around the world. Working digitally, it seems, is allowing young designers to mature much more quickly. The real moments of inspiration however, came from the more unexpected instances that challenged the very fundamental notions of 'fashion'. We must remember that fashion is explicitly a time-related concept - and as such, we should allow its very meaning to evolve as humanity does.”

Aitor Throup - Artist, Designer, Creative Director

INSTITUTIONS AND PARTNERS

PromoTurismoFVG and the **Friuli Venezia Giulia Region** confirm their strong and continued support for ITS, together with the patronage of the Municipality of Trieste highlighting the strong territorial roots of the project, the strong link with the places where it was born and has evolved in almost two decades, sedimenting an operational synergy of objectives and visions.

OTB – is an international fashion group, powering a range of global, unconventional brands, including Diesel, Maison Margiela, Marni, Viktor&Rolf, and Jil Sander. The group also controls the Staff International and Brave Kid companies, and holds a minority investment in L.A. brand Amiri. As its name suggests, - OTB stands for “Only The Brave” – the group pushes boundaries and challenges established rules to re-define the world of fashion and lifestyle,

also by supporting several initiatives which aim at discovering new creative talents, such as ITS, that OTB Group has supported since the very beginning.

Swatch – Since its creation, conceived as a universal, democratic object, Swatch has been thriving on diversity, multiplicity, dynamism, inclusion and positive energies that intertwine, feed on each other and multiply. In this vein, in 2011 **Swatch Art Peace Hotel** was launched in Shanghai: a remarkable position, in the heart of the most dynamic and vibrant of Chinese metropolis, a unique space in terms of dimensions, style and capacity, expressly conceived for artists of all generations, from all countries and all disciplines, that will make here their ‘home’ for a few months and have the chance to carry out their work and express their talent, meet other artists, exhibit their creations and interact with the local art community. To date the Hotel has housed in Shanghai more than 400 artists from 54 countries. Five of them were the recipients of the ITS/Swatch Art Peace Hotel award in previous editions of the contest.

Allianz Italy – is one of the leading Italian insurance groups and is part of the Allianz SE Group, a world leader in insurance and asset management, with over 150,000 employees serving more than 100 million clients in over 70 countries. In Italy, the second insurance market for the Group after Germany, Allianz Italy operates with approximately 4,500 employees serving more than 7 million customers, through a multi-channel distribution network consisting of over 25,000 insurance agents, their collaborators and financial advisors, important bancassurance agreements and direct insurer Allianz Direct.

Lotto – is the leading footwear and sportswear company, synonymous with Italian style, Innovation and Design. Founded in 1973 to produce tennis and soccer shoes, over the decades the best teams and athletes all over the world have endorsed Lotto’s shoes and apparel. Today the brand honours its history and sportive heritage to define the style of the future.

Develon – Our website www.itsweb.org runs on technologies and services provided by Develon, Internet partner of ITS2021. Develon Group supports companies in the digital transformation process and in the development of technological platforms. Develon’s business focus goes from strategy consulting to customer experience design, from big data for the hospitality and events industry to digital solutions for retail and pharma.

ITS 2021 Building the Ark is created under the patronage of **Vogue Italia**, **Camera Nazionale della Moda Italiana**, **Pitti Immagine** e **Fondazione Ferragamo**.