

EDIZIONI CONDÉ NAST S.P.A.

VOGUE
ITALIA

VOGUE TALENTS AND WHO IS ON NEXT? 2014

THE BEST EMERGING TALENTS ON SHOW AT PALAZZO MORANDO, WHICH IS ALSO THE SETTING OF A SERIES OF LECTURES HELD BY FASHION'S KEY PLAYERS

Milan, 17th September 2014 – For Milan fashion week, **Palazzo Morando** features once again as the showcasing arena for the international talent scouting of **Vogue Italia's**. The star designers of **Vogue Talents** and **Who is on Next?** will take centre stage in a project organised by Vogue Italia in collaboration with **Altaroma**, together with the support of Alcantara, Audi, Bonaveri, City of Milan, Franciacorta, Lavazza, Pepsi, Samsung, Wella Professionals and Yoox.com.

The 18th century palace at 6 Via Sant'Andrea, in the heart of the Milan fashion district, will host several events during fashion week for all fashion lovers. In fact from the **18th to 21st September** the program includes the exhibition of the **best creative talents** and is open to the public, alongside a **series of guest lectures** by some of fashion's leading names, which you can sign up for on Vogue.it.

From the up and coming international designers chosen by Vogue Talents, the following will exhibit their apparel creations: the Italian **Marco Rambaldi**, French **Aude Casteja**, creator of the brand Monographie, Slovenian **Peter Movrin**, Chinese **Xiao Li** with the LxiaoC brand, Sudanese **Omer Asim** and Nigerian **Lanre da Silva**, part of the Frallain Luxury Group representing African luxury brands that pay particular attention to detail and to respecting ethical production standards on the African continent. Alongside Silva, there will be the Senegalese **Sophie Zinga**, and Studio One Eighty Nine, the brand designed by **Abrima Erwiah** and **Rosario Dawson**: the two brands are part of the Ethical Fashion Initiative, a program by the International Trade Centre - a United Nations and World Trade Organization agency - which allows small-scale craftsmen and women to actively take part in the fashion manufacturing world and to support the new generation of African designers, with a special focus on sustainable collaborations with local artisans. The hats of British

Emma Yeo and the bags of Belgian **Niels Peeraer** will also be on display in the accessories category.

Thanks to the support of **Samsung**, the creative projects that the Vogue Talents select designers have created for the new Samsung Galaxy Alpha accessory will be revealed. Galaxy Alpha is a smartphone featuring an ultra slim design and metal hardware with an innovative camera, HD Super AMOLED display and Octa Core processor.

The creations from the finalists of **Who is on Next?** will also be on display in the rooms of Palazzo Morando, a project conceived and organised by **Altaroma** in collaboration with Vogue Italia to search for new ready-to-wear and accessories talent. **Who is on Next?** also celebrates its tenth anniversary in 2014.

After the fashion show and official presentation in Rome as part of AltaRomaAltaModa, the collections of Piccione will be exhibited. Piccione is the winning brand from the apparel section designed by Salvatore Piccione, as well as those of Daizy Shely, who came second place, Marianna Cimini, Project 149 of Monica Mignone and Elisa Vigilante and Svetlana Taccori with Tak.Ori Made in Italy gold jewellery; the jewellery of Caterina Zangrando and of Giuliana Mancinelli Bonafaccia will feature and the Oscar Tiye shoes designed by Amina Muaddi next to the bags of Corion, a brand awarded with first prize in the accessories section and designed by Milica Stankovic.

The exhibition at the Palazzo Morando will be a chance to touch the garments of the three award winning brands with your own hands before buying them, thanks to the support of **Yoox.com**, which has given the brands the opportunity to sell their collections on their site.

The designs of the finalists of **Who is on Next? 2014** in the accessories category will also be on display in Palazzo Morando, which were created by drawing inspiration from the **Audi Q3 Verve**, the special – elegant, refined and dedicated to a female audience – limited edition compact SUV from the four ringed brand. It can be viewed exclusively in the Palazzo's internal courtyard for the entire duration of the event.

The sketches evoked by the features of the model were previewed in Rome as part of AltaRomaAltaModa.

The 18th century palazzo will also host the creations of five stars from **Alcantara New Wave**, a scouting project with which Alcantara, for years a partner in the initiatives supporting the talent of Vogue Italia, has entrusted the creativity and skill of Arthur Arbesser, Au Jour Le

Jour, Paul Andrew, Paula Cademartori and Stella Jean, to interpret the versatility of the valuable material.

Stella Jean, together with Suno, a brand designed by Max Osterweis and Erin Beatty, will see samples of The Pulse of New Talent special capsule collection on display: ten international designers - Mirko Fontana and Diego Marquez from Au Jour Le Jour, Little Shilpa from Shilpa Chavan, Lulwa Al Amin, Madiyah Al Sharqi, Masha Reva, Nikita and Tina Sutradhar with the brand Miuniku, Zhang Xi of Plore, Darlene and Lizzy Okpo with William Okpo - were asked to re-examine the world and culture of **Pepsi** in their own style for the 50th anniversary of Vogue Italia. A special mood board and video will illustrate and recount the collaborative project in which Pepsi promotes the creativity of emerging brands.

The models' hairstyles at the opening of *Vogue Talents* and *Who is on Next?* at Palazzo Morando will be created by Pier Giuseppe Moroni, **Wella Professionals** Artistic Director. To complete the looks suggested by the young stylists, the hairstyles will be inspired by the concept of Wellbeing and enhanced by Wella Professionals Koleston Perfect Innosense, the new colouring range created from cutting edge technology that combines the utmost in performance with a unique beauty experience.

All the exhibited creations on display will be enhanced thanks to the support of **Manichini Bonaveri**, a company that has always supported projects involving talent promotion and which allows the designer's creations to best express the mood of the seasons.

On the **17th September** an invite-only cocktail party will inaugurate the exhibition, during which guests will be able to try the finest varieties of wine from the **Consorzio Franciacorta** cellars and the highest quality Kafa coffee selected by **Lavazza** from Ethiopia. The famous coffee house's mini-shop will allow guests to combine the discovery of new names in fashion with the tasting of a 100% Arabic blend, which is grown in a reserve using traditional cultivation techniques.

Back again and open to all is the "**A Conversation with**" guest lecture series that will take place **from 5pm to 7pm between the 18th and 21st September**. A valuable opportunity for anyone interested in entering into the world of fashion, in getting to know its key players up close, hearing them tell their stories and asking them for advice and suggestions.

An opportunity to discover the progression and the careers of some of the talent from the Vogue Talents pool. The designer and creative director **Marcelo Burlon** of County of Milan will open the project on the 18th September, while the spotlights will be focused on the **Au Jour Le Jour** brand by Mirko Fontana and Diego Marquez the next day. On the 20th the bag designer **Paula Cademartori** will take centre stage, while **Roberto d'Inca**, the Managing

Partner of LANG & PARTNERS International HR, will close the series of meetings.

Edizioni Condé Nast

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