

IED presents MY OWN SHOW 2008



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8:30 PM

TEATRO IED MODA LAB

VIA POMPEO LEONI 3, MILAN, ITALY

Milan, 20 September 2008 – The Istituto Europeo di Design presents My Own Show, a fashion show presenting eight collections created by 10 of the school's great talents as their final project in the Fashion Design programme.

The eight projects (six individual and two pairs) have been subjected to a difficult selection process and chosen by a jury presided by Franca Sozzani, Director of Vogue Italia and the Scientific Director of IED Moda Lab, and composed of representatives of the partner companies which will produce the collections.

Each winner will display a collection of about a dozen outfits, at the My Own Show event during the Camera della Moda calendar. The event is held under the patronage of the Municipality and the Province of Milan and the Region of Lombardy.

PARTNER FIRMS

Mariella Burani Fashion Group, Cesare Paciotti S.p.A., Valentino Fashion Group, Moschillo-Falber S.r.L., Ittierre S.p.A., Pal Zileri Gruppo Forall, Sapaf 1954.

NUMBERS OF MY OWN SHOW 2008

My Own Show is now in its third edition, with a number of novelties.

30 graduates from the Fashion Design programme, coming from all IED campuses, who participated in the competition, presenting a collection book and a prototype

8 winning projects, which will be presented at the show: with two pairs, and six individuals

6 project categories: Ladies wear, Ladies wear/Prints, Menswear, Menswear/Prints, Shoes and Handbags

7 partner firms involved in producing the collections

3 firms participating for the first time: Cesare Paciotti S.p.A. for accessories, Ittierre S.p.A. and Pal Zileri Gruppo Forall for ready to wear.

MY OWN SHOW 3rd EDITION

Now in its third edition, My Own Show is an international competition open to students from all IED campuses. Our partnership with leading firms in the sector, which has always been a key element in Istituto Europeo di Design's educational strategy, finds its most concrete and effective form in this project. IED directly promotes new talents in the fashion world while providing them with an opportunity to work with prestigious firms. It also encourages these firms to seek promising talents from among its graduates in whom to invest and create new projects.



Project by Selim Pincove



Project by Riccardo Tisci



The winners

For over 40 years, Istituto Europeo di Design, with campuses in Milan, Rome, Turin, Venice, Madrid, Barcelona and Sao Paulo, has been identifying and moulding the creativity of young talents, actively inserting them in the productive fabric. IED Moda Lab is an educational and research project within the IED Group, which covers every segment of the fashion sector. The My Own Show initiative was created to give a concrete form to the IED teaching methodology developed through over 40 years of activity: it develops synergies between technology and experimentation, and between project creativity and coherence.

MY OWN SHOW ON LINE

September 2008 will also market the debut of www.myownshow.it, an interactive site with blogs, diaries, videos and interviews dedicated to the talents at IED, and open to anyone wanting to play an active role, receive information and updates on projects and to apply for study grants which become available throughout the year.

WINNERS

RICCARDO TOCCACELI - IED Milano

Shoes and Accessories Collection, produced by **CESARE PACIOTTI**

Handmade knits and leather. The masculine and feminine world, the interior and exterior, the long lasting and the temporary. Riccardo has created a collection of shoes which is reminiscent of his grandparents through fine workmanship, reflecting a period from the 1930 to the 1940s.

MATTIA RINALDO and **MONIA SALVINI** - IED Milano

Menswear-Prints Collection, produced by **ITTIERRE S.P.A.**

Two 20 year olds take a new look at men's tailoring, as they reread iconic contemporary clothing like the sweatshirt, the T-shirt, and shorts. Streetwear meets tailoring; the tailor watches MTV.

IRENE BARRA - IED Milano

Ladies Wear-Prints Collection, produced by **VALENTINO FASHION**

The pain of abandonment as expressed in a personal diary, in the style of Sophie Calle, becomes a Collection designed for rebirth. The fully feminine ability to heal wounds is told through light organza, dusty colours and soft lines.

VERONICA PANATI and **ALBERTO DALLA COLLETTA** - IED Milano

Ladies Wear-Prints Collection, produced by **ITTIERRE S.P.A.**

An ironic look that starts with Antonioni's *Deserto Rosso* and which rocks the senses using only chromatic codes. Artifice and nature combine in the shapes, in the use of materials and in the decoration which even includes real hair. Monica Vitti's head still hurts.

STEFANO SBERZE - IED Milano

Ladies Wear Collection, produced by **MOSCHILLO - FALBER S.R.L.**

Strong and precise aesthetics inspired by rock icons, from Blondie to Iggy Pop.

Using no colour, but only natural and precious materials, Stefano takes a close look at the stage in an attempt to understand femininity once the spotlights are switched off.



Project by Andrea Manzano Novaro



Project by Alberto Dalla Colletta and Veronica Panati (left) Irene Barra (right)



Project by Mattia Rinaldo-Monia Salvini

SALVATORE PICCIONE – IED Roma

Special Mention for the Ladies Wear Collection, produced by **MARIELLA BURANI FASHION GROUP.**

The world of high fashion and tailoring is reborn. Although the lines are technically perfect, the colours communicate passion and eroticism. The Collection turns around a body that is exalted but never crass.

ANDREA MANZANO NAVARRO – IED Madrid

Accessories Collection, produced by **SAPAF 1954.**

The project is a single transformable handbag designed using Furoshiki, a technique used by people in Northern Japan to tie handkerchiefs. This multi-purpose object which changes according to need, location and state of mind, is designed and made with care and artisanal precision.

VITO COLACURCIO – IED Roma

Special Mention for the Menswear Collection, produced by **PAL ZILERI GRUPPO FORALL.**

Objects are decontextualised much like the Dadaists did, in order to remix them. Creative urgency constructs and deconstructs the masculine wardrobe with no holds barred, seeking to push back the narrow boundaries which continue to pen men in when it comes to their clothing.

MY OWN SHOW – WINNERS OF PAST EDITIONS

The winners of previous editions of My Own Show have rapidly joined the fashion world, earning positions with prestigious firms.

ALESSANDRO VIGILANTE – Winner in 2007, presenting a project on the movement of the female body and the relationship it establishes with space. Alessandro currently works in the design office of the first ladies wear line at Dolce e Gabbana.

MARIA GIOVANNA DRAGO – Winner of the 2006 edition with her Piece of you project, a ladies wear collection produced by AEFEE. She was hired by Jil Sander immediately following graduation.

ASTRID FLORENCIA NAHMAD – Winner in 2006 with her In God We Trust menswear collection produced by Valentino Fashion Group. Thanks to relations established during the show's production, she joined the menswear design office at Valentino Fashion Group.

MARTA FORGHIERI – 2007 winner, she participated in the Toronto Fashion Week with the City of Milan's Talentomodamilano project. She was a finalist at Pitti Uomo's UPS Fashion and Design Contest project in June 2008 and participated in Feed on Fashion Award 2008 as an IED representative.

www.myownshow.it
www.ied.it



Project by Stefano Tiberio



Project by Vito Colacurcio

For more information, contact:

Ufficio Stampa IED Milano
Fabrizia Capriati f.capriati@milano.ied.it
Paola Tierri p.tierri@milano.ied.it
Corso XXII Marzo 19 – 20135 Milano
T +39 0255192963 F +39 025457382

Ufficio Stampa My Own Show 2008
Andrea Pilastro andrepilastro@bandstudio.it
And'studio Via Colletta 69 – 20137 Milano
T +39 0245487375 F +39 0245487683