

# ALTAROMA



30 June 2018

**Cinecittà Studios – Stage 10**  
Via Vincenzo Lamaro, 30

“Who Is On Next?”, the **fashion scouting** project dedicated to young fashion talent, conceived and organized by **Altaroma** in collaboration with **Vogue Italia**, presents itself to participating industry members as a workshop of ‘Made in Italy’ launched directly on international markets thanks to the collaboration and support of **ICE – Agency** and its network of foreign offices.

Considered as one of the most influential creative platforms in the world, “Who Is On Next?” consolidates the role of Rome as the launch pad and incubator of new talents. It is the ideal setting for an experimental, fresh and innovative creativity which has never lost sight of its history and artisanal traditions.

Participants are given a chance to match their strengths and show their creations before a prestigious jury of industry experts consisting of well-known names from the world of publishing, distribution and fashion. The panel of judges include: **Beppe Angiolini** (Owner **Sugar**), **Laird Borrelli Persson** (Archive Editor **Vogue.com**), **Manuela Brini** (Creative Talents Manager **LVHM**), **Alfredo Canducci Pais Ferreira** (Executive Director of Strategy and Development **Tomorrow Ltd.**), **Carlo Capasa** (President **Camera Nazionale della Moda Italiana**), **Floriane De Saint Pierre** (Founder **Eyes On Talents**), **Emanuele Farneti** (Editor-in-Chief **Vogue Italia**), **Simonetta Gianfelici** (Fashion Expert and Talent Scout “Who Is On Next?” **Altaroma**), **Massimo Giorgetti** (Designer **MSGM**), **Susanna Lau** (Blogger/Founder **Style Bubble**), **Gianluca Longo** (Contributing Style Editor **British Vogue** e Contributing European Editor **W**), **Laura Lusuardi** (Fashion Coordinator **Max Mara**), **Raffaello Napoleone** (CEO **Pitti Immagine**), **Averyl Oates** (Managing Director **10 Corso Como New York**), **Anna Orsini** (Strategic Consultant **British Fashion Council**), **Andrea Panconesi** (CEO **Luisa Via Roma**), **Giancarlo Simiri** (Chief Commercial Officer **Tomorrow Ltd.**), **Sara Sozzani Maino** (Deputy Editor in Chief **Vogue Italia** and Head of **Vogue Talents**), **Roberta Valentini** (Owner **Penelope**), **Silvia Venturini Fendi** (President **Altaroma**), **Lory Yedid** (Head Hunter **Value Search**).

Several prizes for winners and finalists.

**Altaroma** and **Vogue Italia**, together with the **Camera Nazionale della Moda Italiana** (the National Chamber for Italian Fashion) and **Pitti Immagine**, the other institutions of Italian fashion, will award the winners of “Who Is On Next? 2018” with the **FRANCA SOZZANI AWARD**. **Altaroma** and **Vogue Italia** will pick the winners of the prêt-à-porter and accessories’ categories, who will receive a prize money and the opportunity to receive coaching and support during two meetings with the experts of the two organizations, to monitor the progress, give orientation and advises for the growth of the designer and the brand’s

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communication. The **Camera Nazionale della Moda Italiana** will give the winner in the prêt-à-porter category the opportunity to present his/her collection during **Milano Moda Donna September 2019**, while the winner in the accessories' category will exhibit his/her creations at the "Fashion Hub Market". **Pitti Immagine** will give both winners the **Pitti Tutorship** award, which consists in a 6-month collaboration to support all the activities needed for brand consolidation.

The *premium contemporary department store* **Coin Excelsior**, that since 2015 supports the young talent of Altaroma, will be partner of "Who Is On Next? 2018" for the first time, awarding the most promising finalist in terms of creativity and market positioning. The winner of this prize will have the opportunity to sell its SS19 collection in the Roman store and have a dedicated store window in one of the most famous shopping street of Rome.

**Roberta Valentini** will award one of the finalists with the **PENELOPE PRIZE**. Roberta Valentini is the founder and manager of one of the most influential stores in the world of fashion (located in Brescia) and she has played a key role in the search for prêt-à-porter talents at an international level. She will pick one of the finalists of "Who Is On Next? 2018" as the recipient of the Penelope Prize – an ad hoc event including the dressing of a store window and a trunk show in which the designer will be able to freely express his/her creativity in a direct exchange with the audience.

**SUGAR** and **sugar.it** renew the partnership with "Who Is On Next? 2018". The former is a cutting-edge concept store in the centre of Arezzo that combines tradition with the contemporary, but also art, entertainment and literature. The latter is a platform, rich in ideas, which promotes the work of young talents and innovation. **Beppe Angiolini**, its eclectic founder, will give one of the finalists of "Who Is On Next?" the opportunity to realize a trunk show/event in the new Sugar space, where the designer will present his/her SS19 collection to his selected and prestigious clients.

On the occasion of the 14<sup>th</sup> edition of "Who Is On Next?", Altaroma has renewed its partnership with **Tomorrow** – a business approach based on a single multibrand, multiservice and omnichannel model which includes a showroom, a logistical network and a distribution centre, as well as a digital and marketing division in the main fashion capitals: London, Milan, Paris and New York. With the **TOMORROW Prize**, Tomorrow will give one of the finalists the opportunity to display his/her collection in the Paris showroom during the Woman Fashion Week in September 2018. The prize will be conferred by **Giancarlo Simiri**, CCO ed **Alfredo Canducci**, Executive Director of Strategy and Development.

The organizers of "**Who Is On Next? 2018**" received a lot of interesting applications, which were evaluated by the specific Committee formed by Simonetta Gianfelici, Fashion Expert and Talent Scout, and by Sara Sozzani Maino, Deputy Editor-in-Chief of Vogue Italia (Special Projects) and Head of Vogue Talents.

Nine projects have been selected as the finalists of this edition: five in the clothing category and four in the accessories' category. The finalists will present their creations in Rome, before a prestigious jury formed by professionals from the fashion industry (Italian and foreign manufacturers, distributors and retailers) and by Italian and international journalists.

## Prêt-à-porter:

### **ANGELIA AMI**

Born in 1993, Angelia Corno graduated from the Istituto Marangoni in Milan. Soon after completing her studies, she already had very clear ideas on the soul of her brand, which she launched in March 2016. In the Angelia Ami's universe, beauty is contemporary, but it also has a vintage touch. Angelia designed her first collections and created her own style by experimenting, travelling and drawing inspiration from cultures that are distant from Europe. Her lines are essential: they convey a certain meaning, not just an aesthetic idea. In her tireless research into materials we can perceive the common thread of her collections: inspiration comes from curiosity, from the desire to discover the world and to re-interpret it with a personal touch. The collections are designed for contemporary women with a strong personality, who want to express themselves through the garments they wear. This is Angelia Ami's world – a world of strong, independent, working women, who want to look not only feminine, but also austere and resolute.

[www.angeliaami.com/it](http://www.angeliaami.com/it)

### **CANCELLATO**

Cancellato is a knitwear brand based in Milan which was founded by Diletta Cancellato. During her studies at the Politecnico University of Milan and at the Parsons School of New York, she specialized in knitwear production, focusing on experimental shapes and techniques. In September 2015 she founded Cancellato, her

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knitwear brand based on the principles of innovation, technical research and critical thinking. Cancellato intends to combine the know-how of Italian craftsmen with the potential of new industrial machines, in such a way to design collections that go beyond traditional knitwear and to create total looks. The brand mission is to achieve the full potential of knitwear through a constant research into materials, techniques and styles and by exploiting the communicative power of fashion to raise questions, promote dialogue and make people aware of the issues which contemporary society must face.

[www.dilettacancellato.com](http://www.dilettacancellato.com)

## **LEO STUDIO DESIGN**

Born in Bari in 1985, at 18 Leo Macina moved to Milan to study graphics and fashion design at the Istituto Marangoni. After completing his studies, he went back to his native Apulia, where he began to work with an expert leather craftsman and a master shoemaker who taught him the basics. During these traineeships he developed his passion for craftsmanship, natural materials and Italian production and style. His know-how and his passion for artisanal tradition began to combine with his passion for fashion. In 2014 he launch his own brand Leo Studio Design. Leo Macina's inspiration is his native land, Apulia, a magical place where he grew up surrounded by nature and, in particular, close to the sea, which the designer tries to blend with his pop vision. The attention to processes, the choice of fabrics, the research of shapes and materials, the study of volumes and the creation of prints and graphic patterns make up the now unique identity of the brand.

[www.leostudiodesign.com](http://www.leostudiodesign.com)

## **MRZ**

MRZ is a womenswear brand founded by Simona Marziali in 2012. The designer comes from a family with a long tradition in the textile sector and in knitwear production. Given her innate passion for fashion, she decided to get a master's degree in Knitwear Design. After several work experiences with international brands and fashion companies, Simona has fulfilled her dream of creating her own line by launching the MRZ brand. The selection of materials, the attention to details, the constant research and technological innovation and the respect of the best Italian traditions make the brand a perfect blend of art, fashion design and technical excellence. The woman who wears MRZ is independent, strong and self-confident. She chooses the freedom to express her personality with an original and versatile style, she is sophisticated and dynamic and she likes to wear elegant garments without giving up the comfort of sporty lines.

[www.mrz-official.com](http://www.mrz-official.com)

## **MTF MARIA TURRI**

Maria Turri Ferro was born in Verona in 1985. After attending a *liceo scientifico* (a high school with an emphasis on sciences), studying philosophy at university and being brought up by her parents with a love for arts, she decided to follow her innate passion for fashion and to attend courses in tailoring. She began her work experience by collaborating with fashion and textile companies based in Verona and in the surroundings. In 2011 she decided to create MTF Maria Turri, her clothing brand which is characterized by versatility, love for seams, hand-knitting, made-in-Italy fabrics, geometric lines, strong volumes and almost monochromatic palettes.

[www.mtfmariaturri.com](http://www.mtfmariaturri.com)

## **Accessori:**

## **DELIRIOUS EYEWEAR**

Marco Lanero is the creative mind behind Delirious Eyewear, the first laboratory of unbranded luxury eyewear, which was founded in Milan in 2012. In summer 2012, his passion for sunglasses, which he began to collect at a young age, led him to look for an artisan in the traditional eyewear-making region of Cadore who could make him a pair of customized glasses. Back at university, he was impressed by the positive comments of friends and strangers who stopped him to ask him about his glasses. That is when he realized that people felt a common need to rediscover quality, without it being linked to a brand. The idea behind Delirious glasses is a combination of three elements: materials, craftsmanship and design. High-quality materials, excellent craftsmanship and a design inspired by minimal art and simple lines. Delirious glasses are designed for people who have a high level of self-confidence, who do not need to prove anything to anyone and who do not need a big brand to feel confident.

[www.delirioseyewear.com](http://www.delirioseyewear.com)

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## MAISSA

Maissa was founded in 2016 by Giulia Ber Tacchini. After collaborating for several years with a lot of luxury brands (among which Dior, Prada, Chloè, Agnona, Costume National, Bikkembergs), she decided to start her own project, which is based on the combination of innovative 3D printing technology and the heritage of high-end Italian craftsmanship. Her creative vision is influenced in particular by 3D printing technology, which sets no limits to creativity and customization and which has a limited environmental impact. Every Maissa item is computer designed and produced by special 3D printers and it is then finished and assembled by the expert hands of the best craftsmen. “Sculpture” bags are 3D printed, customized on the basis of customers’ requests and hand-finished to become unique pieces.

[www.maissa.it](http://www.maissa.it)

## MANFREDI MANARA

Born in Principality of Monaco in 1990 to an Italian father and an Argentinian mother, Manfredi Conti Manara grew up in London and in Milan. In 2016 he presented his first collection of women’s shoes. After graduating from the London College of Fashion and after several work experiences in London, Paris and New York, Manfredi felt the need to find his own place in the universe of women’s fashion with his delicate interpretation of the most revered of accessories: the heeled shoe. Manfredi Manara collections are made up of pieces characterized by classic shapes with a focus on femininity: rich velvets and satins are embellished with delicate handmade trimmings, giving each shoe a patina of nostalgic romance. His careful search for suppliers capable of producing top-quality shoes led him to open an atelier in Parabiago, in the surroundings of Milan, where some of the most qualified craftsmen in the sector have produced for decades luxury footwear for the most important fashion brands.

[www.manfredimanara.com](http://www.manfredimanara.com)

## WOOBAG

Woobag was created by Sara Da Dalt and Sheila Pierobon, two young architects from Treviso who share a love for fashion and design. After a long experience in interior design, which brought them into contact with artists, craftsmen, materials, textures and colours, they began their first experiments - combinations of surfaces that go beyond the limits between architecture and fashion. Pushed by the enthusiasm to begin a new experience in the world of fashion and to make technological progress with materials, they created a new combination of wood and leather and decided to give life to an experimental laboratory, Officina n3 and to their brand Woobad in 2015. Woobag is a collection of bags that originates from the passion for materials, the scent of wood and the charm of real leather. It is the result of long research and experimentation on the use of materials which has led to the creation of products with an extraordinary tactile quality. Wood is the main ingredient, more precisely a thin sheet of real wood which, after a long process, is made as soft and flexible as leather. Each bag is made by skilled craftsmen based in Veneto, including carpenters, splicers, leather makers and engravers.

[www.woobag.it](http://www.woobag.it)

“**Who Is On Next?**” consolidates its role as the platform of the new wave of Italian fashion at an international level, making the contest an opportunity of exchange which lays the foundations for future collaborations. The contest is indeed an important opportunity for emerging fashion talents, who can present their work to the international press and raise the interest of major global retailers. Many of these young designers have provided new, useful resources to a large number of companies, while just as many of them have become the creative directors of historical brands, giving them new life.

Numerous designers who participated in the previous editions of “**Who Is On Next?**” are now well-known in the world of fashion, such as: **Aquilano.Rimondi, Nicholas Kirkwood, Marco de Vincenzo, Albino, Angelos Bratis, Paula Cademartori, Stella Jean, MSGM by Massimo Giorgetti, Gabriele Colangelo, Giancarlo Petriglia, Arthur Arbesser, Piccione.Piccione, Daizy Shely, Benedetta Bruziches, Greta Boldini, Giannico, Miaoran, Nicola Brognano, Pugnetti Parma, Miahatami, Davide Grillo, Marco Rambaldi, Act n°1, Nico Giani, Andrea Mondin.**