



FRANCA SOZZANI AWARD

Together with the other institutions of Italian fashion, the Camera Nazionale della Moda Italiana (the National Chamber for Italian Fashion) and Pitti Immagine, Altaroma and Vogue Italia will select the winners of the FRANCA SOZZANI AWARD in the framework of “Who is on Next? 2021”.

Altaroma and Vogue Italia will award the winners cash prizes and they will give them the opportunity to be featured on the magazine Vogue Italia. Furthermore, the winning designers will hold two meetings with experts from the organizations to receive support and guidance. Altaroma will invite all the finalists and the winners of the 2021 edition to participate in Altaroma January 2022.

The Camera Nazionale della Moda Italiana will invite the winners to present their collections at Milano Fashion Week Men’s Collection January 2022 and Milano Fashion Week Women’s Collection September 2022.

Pitti Immagine will give two finalists the Pitti Tutoring & Consulting Award, a pro bono 6-month mentorship programme to support and promote fashion designers in their professional and creative path on the fashion market.