



Roma Fashion Week
11-15 July 2022

Who Is On Next? 2022

Who is on next? This question will once again be answered by Altaroma, the company that organizes and promotes the Roma Fashion Week. Together with Vogue Italia, Altaroma will present on 12 July the fashion show of “Who Is On Next?”, the project dedicated to the new talents of the fashion system. This special evening is made possible by the support of the Municipality of Rome and of the Councillorship for Major Events, Sport, Tourism and Fashion. The eleven finalists will present their creations on the catwalk in the evocative Piazza del Campidoglio, in front of a distinguished audience.

«Our goal is to make Rome central again in the international fashion system - explains Alessandro Onorato, Councillor for Major Events, Sport, Tourism and Fashion of the Municipality of Rome - That is why, together with the mayor, Roberto Gualtieri, we have decided to host the fashion show of the most promising young designers selected by Altaroma in this unique venue for its beauty and history: in the heart of the city administration, but also in the centre of history. Who Is On Next? recognizes and rewards talent. It is an initiative that enhances the well-established tradition of the international fashion and design schools based in our city, which are hotbeds of inspiration and creativity and which major fashion houses draw on to expand their creative staffs».

The dialogue with the city's most iconic areas and with the event's partner institutions becomes even stronger with this fashion show, which is one of the most representative projects of the Altaroma fashion week and is now in its 18th edition. Inclusion, no-gender, sustainability, ethics and innovation are just some of the values which the participating brands of every edition embrace. These are the new drivers of fashion, which inspire even the great fashion houses and which have made this contest a unique opportunity.

«For this edition, our young designers will be able to compete in a prestigious and beautiful setting - comments Silvia Venturini Fendi, President of Altaroma - thanks to the active and tangible support of Councillor Alessandro Onorato. We are very proud of this achievement. The contest has been able to get this far thanks to the constant attention and support of all the institutions that have always been partners of our event, in particular the Chamber of Commerce of Rome, the Region of Lazio, the Italian Trade Agency and the Ministry of Foreign Affairs and International Cooperation. The support of the Municipality of Rome is an important novelty that gives us great confidence and satisfaction. This renewed institutional collaboration is the ingredient that, more than any other, can ensure tangible prospects for the enhancement of fashion in the capital and of the heritage built so far by Altaroma».

Over the years, Who Is On Next? has launched now internationally renowned designers. The participants of this edition are 10.2", Çanaku, Gams Note, Karim Daoudi, Lessico Familiare, Lucia Chain, Maison Laponte, Mokoo, Morphine, Setchu and Vien. They have been divided into the prêt-à-porter and accessories' categories and the confirmed Menswear and Genderless section.

The participants will be evaluated by a jury of internationally acclaimed representatives of the world of publishing, distribution and the fashion industry: Susanna Ausoni (Fashion Consultant, Fashion Stylist, Costume Designer); Laird Borrelli-Persson (Archive Editor at Vogue US); Manuela Brini (Director of Creative Talent Acquisition and Development at LVMH Fashion Group); Edward Buchanan (Creative Director at SANSOVINO6 / co-founder of WAMI); Carlo Capasa (President of the Camera Nazionale della Moda Italiana), Alexander Fury (Fashion features director at AnOther Magazine, men's critic at the Financial Times); Simonetta Gianfelici (Fashion Consultant & Talent Scout, Head of Project Who Is On Next? Altaroma); Aldo Gotti (Modes. - General Manager); Stella Jean (Fashion designer-UN goodwill ambassador-WAMI founder); Stavros Karelis (Founder of MACHINE-A); Antonio Mancinelli (Journalist, fashion and lifestyle essayist, professor of communication, curator); Alessandro Michele (Creative Director at Gucci); Raffaello Napoleone (CEO of Pitti Immagine); Michelle Ngonmo (Talent scout, CEO - Founder of the Afro Fashion Association); Francesca Ragazzi (Head of Editorial Content at Vogue Italia); Luca Rizzi (Director of Tutoring - Consulting at Pitti Immagine); Sara Sozzani Maino (Head of Special Projects at Vogue Italia and International Brand Ambassador for CNMI); Silvia Venturini Fendi (Artistic Director of Accessories and Menswear at Fendi, President of Altaroma); Matteo Ward (co-founder of WRÅD).

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? 2022".

Altaroma and Vogue Italia will award the two winners cash prizes and they will give them the opportunity to be featured on the magazine Vogue Italia (this opportunity will also be given to the third place winner). Furthermore, Altaroma will invite all the finalists and the winners of the 2022 edition to participate in Altaroma February 2023. The Camera Nazionale della Moda Italiana will invite the winners to present their collections at Milano Fashion Week Women's Collection September 2022. Pitti Immagine will give two finalists the Pitti Tutoring & Consulting Award, i.e. a pro bono 6-month mentorship programme to support and promote fashion designers in their professional and creative path on the fashion market.

For more information: press@altaroma.it

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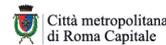
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BRANDS

prêt-à-porter:

ÇANAKU

Çanaku is the menswear brand born out of the refined and uncompromising style of Jurgen Çanaku. Born in Albania, he has always lived in Italy and he has acquired experience as a fashion buyer, then developing his own ideas on contemporary male elegance. His collections are made in Italy following the established rules of classic Neapolitan tailoring, but with a retro twist and defined details. Inspiration comes from rock icons and, at the same time, from the designer's father figure – a gentle contrast between the everyday classic and the dreamlike imaginary, showing a need for interchange between masculine and feminine, while maintaining a clear gender identity. A combination of garments make up a single wardrobe, arising from an idea of freedom, rebirth and new beginning. The brand's flagship garment and best seller is the blazer – inspired by Neapolitan tradition – which defines the essence of elegance according to Jurgen and presents a refined, androgynous and post-modern silhouette. The colour choice is uncompromising and attention to detail is a hallmark of ÇANAKU's style. The brand's items are distributed in a careful selection of multi-brand stores in Italy, among which Daad Dantone, Eraldo, Dante 5 and Macondo. ÇANAKU has struck the imagination of stylists and costume designers who dressed artists and performers like Irama, Ghemon, Annalisa and Måneskin.

<http://www.canaku.it/>

GAMS NOTE

The main goal of Gams Note is to be able to define itself as an ethical brand in all its aspects. This is why the garments are all made by Italian craftsmen in compliance with labour protection regulations. The fabrics used by the brand come from scraps of textile companies, with ReLiveTex certification which guarantees their quality and circularity, for an ecological and sustainable choice. The aim of Gams Note is to raise awareness of social issues such as inclusion by creating campaigns and social media content aimed at representing minorities, especially the LGBTQ+ community. The main inspiration for the garments comes from extensive research and deconstruction of men's uniforms, especially for scouting and outdoor wear. The brand's vision is to create an 'educated uniform' that reveals the brand's core aesthetic values and ethical principles.

<https://gamsnote.com/>

LESSICO FAMILIARE

Lessico Familiare is a brand that manages to translate the most intimate language of each of us and transform it into disassembled and reassembled, often oversized, garments. Its unmistakable style is aimed at preserving memory and recollections by curling yellowed curtains and mending damp dishcloths, hung out to dry on radiators. The brand was founded by Riccardo Scaburri, from Bergamo, a professor at the NABA academy with a background as a junior designer at Max Mara; Alice Curti, from Varese, specialized in oversize items and textile fairs and now also a professor at the NABA academy; and Alberto Petillo, from Avellino, who first worked in his family's business and then in various men's tailor's shops, and is now a sales advisor. Three designers, three partners, three visionaries, three souls.

<http://www.lessicofamiliare.com/>

LUCIA CHAIN

Lucia Chain is a fashion brand that was founded in Buenos Aires, Argentina, in 2016 and is now based in Piedmont. It is a brand with a sustainable soul, fully committed to the environment. Even design is plant-based and the production is entirely handmade in a small studio, located in a former historical fashion factory, using local raw fabrics and organic dyes. Its garments literally stand the test of time – they are biodegradable! They are the manifesto of a zero-waste supply chain which, despite the slow regularity of production, does not renounce style, giving its audience a soft, genderless fit.

<https://chain.com.ar/>

MAISON LAPONTE

Benedetta and Gianandrea did not meet by chance. She wanted a special dress for her graduation and a close friend introduced her to him, a tailor's apprentice. It was a dazzling encounter. Not only between two souls that immediately recognized each other, but between two complementary and symbiotic creativities that feed off each other's inspirations, cultural references, music, poetry and life. Two different personalities, two different sensitivities. Benedetta Bertolini was born in Tuscany. Her creativity with fabrics and fashion was inspired by her grandfather, who was an upholsterer and a tailor, as well as by her parents, who are fashion dealers in the Livorno area. She has a vocation for contemplation: she is the pure creative woman who meditates and visualizes. Gianandrea Sergi is from Lombardy. He studied fashion design and then trained in a traditional men's tailor's workshop in Turin, where he learnt the technique and practice of creating clothes from scratch, from the paper pattern to the mannequin. She covers, he discovers, she conceals, he unveils, she builds, he destroys. Complementary and united in the creative process, their result is authentic creations that translate into a 'motto': "Take off your uniform to wear yourself."

<https://maisonlaponte.com/>

MOKOO

MOKOO was founded in 2017 by Milan-based South Korean designer Bum-Mokoo. It is a brand that makes garments with futuristic lines, whose essence is their functionality. Producing high-quality garments that can be worn for a long time is the goal of this company, which creates new clothes by reinterpreting and reworking the brand's own high-end fabrics. Its meta-sartorial approach goes beyond the seasons, mixing past and present, combining precious accessories made of pure silver and metal and enriching their creations with innovative solutions. These include LEDs inserted as a reaction to light, hidden inside the garments, in order to easily notice them when they are locked in a wardrobe. It is a brilliant idea that emphasizes how the reaction to light, combined with organic materials, enhances the silhouette and gives it new vitality.

www.mokoo.online

MORPHINE

Morphine was founded in 2018 out of a vision and idea shared by Tommaso Vaiani and Martina and Macs Iotti. The brand is named after a lounge inside the iconic Cocoricò Club in Riccione, one of the most famous clubs in the 1990s for being home to the highest levels of true freedom of expression and experimentation. This is the spirit that inspired the founders of the brand, driven by the idea of giving life to a project capable of creating unique, rare, individual garments. It is not just a brand, but a collective based on the principles of sustainability, ethical fashion and high craftsmanship made in Italy. These are the values on which Morphine is based, becoming the manifesto of an ethical approach to fashion that aims to preserve, renew and reinvent not only existing materials but also designs.

<https://morphine.online/>

SETCHU

The brand name 'SETCHU', founded by Satoshi KUWATA, is derived from the Japanese term 'Wayo Setchu', spelled 和洋折衷. 'Wayo' stands for Japan/WA and the Western world/YO, while 'Stechu' means compromise. The brand represents the fusion of Japanese and Western concepts: a compromise between the two cultures. Through their styles and concepts, their fusion generates something new from something existing and already familiar. Taking inspiration from classical objects, SETCHU creates simple and functional garments, whose style philosophy is 'dressing with sophistication', to be relaxed and elegant in any context.

<https://www.laesetchu.com/>

VIEN

Vincenzo Palazzo trained in Florence, Milan, Udine and later in Chicago and London. It is precisely the home of the club scene and of underground and avant-garde music that profoundly influenced his journey, to the point that he decided to recreate his London experience in Putignano, his hometown in the heart of Salento. It was here that he met Elena Nitti, a talented patternmaker who had just returned to Putignano after graduating from a fashion school in Milan. Together, they decided to found Vien, officially debuting at Milano Fashion Week with their FW 2017/18 collection. The brand concept can be summed up as Modern Classics, which combines a passion for classic Italian tailoring and vintage archives with a fascination for underground music. Vien is currently distributed in a selection of international multi-brand and department stores. The collections are created in the Putignano atelier, where all phases of design, prototyping, sampling and small-scale production are supervised and realized.

<https://vien.it/>

accessories:

10.2"

With almost 10 years' experience in the footwear and accessories industry, SCYLIA CHEVAUX founded her personal 10.2" project in 2021. The brand combines traditional craftsmanship with a more contemporary approach, where luxury is a reflection of elegance and a vision of 'cross-fashion' at the same time, merging practicality and aesthetics in one product. Designed and produced between Italy and France by master craftsmen and high-profile factories across the country, the creations of 10.2" are based on a careful selection of materials and a transparent and ethical production chain.

<https://www.10-2in.com/>

KARIM DAOUDI

Born in Morocco, Karim Daoudi is a young designer who lives in San Mauro Pascoli, in the province of Forli-Cesena. He started working for a company in the shoe industry. In order to broaden his skills, he trained as a footwear patternmaker, a choice that allowed him to start his own brand. In 2017, he won the FASHION YOUNG STYLISTS CNA FEDERMODA ROMA contest and took part in The One Milano event. In 2018, he attended Milano Unica with the design office of the Cercal School, where he was engaged in the production and design of samples. In 2019, he participated in the 'Fashion Graduate Italia' fashion show. His creations mix different materials and sewing techniques, paying attention to elegance and safeguarding the functionality of footwear.

<https://www.karimdaoudi.com/>