



The fashion of tomorrow on the catwalk under the statue of Marcus Aurelius **ANDREA DELOGU'S CHARM, GAIA'S MUSIC AND NEW TALENTS ON THE CATWALK**

An out-of-the-ordinary evening dedicated to fashion and young talents. It all happened in one of the city's most iconic venues: piazza del Campidoglio, which once again hosted the event thanks to the support of the Municipality of Rome and the Councillorship for Major Events, Sport, Tourism and Fashion. This was the award ceremony of the 18th edition of Who Is On Next?, the scouting project dedicated to the new creatives of Italian fashion, organized by Altaroma in collaboration with Vogue Italia.

Under the shadow of Marcus Aurelius, an outstanding hostess, Andrea Delogu, kicked off the final of one of the longest-running projects of the Rome Fashion Week with her elegance and irony. Over the years, this initiative has launched many talents, including Marco de Vincenzo, Gabriele Colangelo, Act N.1, Paul Andrew, MSGM, Stella Jean, Arthur Arbesser, Benedetta Bruzichese and Alessandro Vigilante.

And while Altaroma and Rome have become synonymous with being the hub for young up-and-comers, it was indeed the voice of young Italian music, Gaia, who opened the event. Organized thanks to the support of the Municipality of Rome and the Councillorship for Major Events, Sport, Tourism and Fashion, the evening was also attended by Councillor Alessandro Onorato, who took the stage along with Silvia Venturini Fendi, President of Altaroma. This was an opportunity to renew and reinforce the synergy between Altaroma and its partner institutions and to consolidate Rome as the hub of new Italian fashion.

Simonetta Gianfelici, Fashion Consultant & Talent Scout, and Sara Sozzani Maino, Head of Special Projects at Vogue Italia and International Brand Ambassador for CNMI, together with a jury of experts from around the world, selected eleven brands and, among them, chose the most deserving ones. Competing on the catwalk were 10.2", Çanaku, Gams Note, Karim Daoudi, Lessico Familiare, Lucia Chain, Maison Laponte, Mokoo, Morphine, Setchu and V`ien, divided into the prêt-à-porter and accessories' categories.

"Who Is On Next? was created in 2005 – commented Simonetta Gianfelici and Sara Sozzani Maino – starting from an idea of Altaroma and thanks to the curiosity, support, culture and sensitivity of an extraordinary woman: Franca Sozzani."

It is to her that the award is dedicated. The first place was awarded to Setchu by Satoshi Kuwata (womenswear), followed by Mokoo by Bum-Mo Koo (meswear), who both received a cash prize

and future visibility on Vogue Italia. The magazine will also give visibility to Lessico Familiare by Alice Curti, Riccardo Scaburri and Alberto Petillo (genderless clothing), this edition's third place winner. In addition, Altaroma will invite all the finalists and the winners of this edition to participate in Altaroma 2023. The Camera Nazionale della Moda Italiana will invite the winners to present their collections during Milano Fashion Week Women's Collection in September 2022. Gams Note by Alessandro Marchetto (menswear) and Karim Daoudi (women's accessories) got the Pitti Tutoring & Consulting Award, i. e. a pro bono 6-month mentorship programme aimed at supporting and promoting fashion designers in their professional and creative path on the fashion market.

For more information| presspr@altaroma.it

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