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AWARDS FOR NEW TALENT AT THE POLIMODA FASHION SHOW ON THE CATWALK OF THE SASCHALL THEATRE IN FLORENCE JURIES AND EXPERTS AWARD PRIZES TO FASHION DESIGN GRADUATES

Chosen from the 45 collections presented by the Fashion Design graduates, the **winners of the Polimoda Fashion Show**, were announced on the Saschall Theatre catwalk in Florence. The evening was the final event **highlighting the research**, sketches, experimentation and skills acquired during the three-year course.

Thomas Derbyshire won first prize for the **most creative collection** with *"Ma bile artificielle"*, and the **most commercial and most mediatic collections were won respectively by Stephanie Nadinic** with *"A Pocket Romance"* and **Johanna Katharina Maninger** with *"Praise"*.

Other prizes included the **Dean's Prize** awarded by the Director of Polimoda, Linda Loppa, to **Nadia Delpopolo** who presented her collection *"IN-FINITUM"*. The **Caran D'Ache Prize** went to **Alice Godin** for her entry entitled *"L'envolée Imaginaire"*. The **Consorzio Italiano Lingerie Prize** was presented to **Stephanie Nadinic**, while the **Furpile Idea all'Innovazione Prize** was won by **Johanna Katharina Maninger**. **Matteo Busanna** was awarded the **Prato Filiera della Moda Prize** (sponsored by the Industrialists' Union of Prato) for *"Down Below"*. Lastly, the most popular choice of the audience was Veronica Mannelli with *"Le petite plume"*.

"The fashion show – said Linda Loppa, Director of Polimoda – represents the outcome of the difficult and enthusiastic research and work undertaken by the students; it is the first real test of their skills. Polimoda tries to provide them with the tools and right kind of preparation to approach the new scenario of work and career which graduates now have before them. Every collection is different, as each student develops his/her own individual, creative interest and personal research to discover the right inspiration for their outfits. The teachers follow the creations from the very beginning, so that they can give the right kind of support and suitable advice to the graduating students."

The 45 collections, consisting of 7/8 outfits each were judged by juries made up of experts of the sector, each of whom chose the most representative for the category they represent.

"Over the last three years we have closely followed the evolving talent of these 45 students – said Patrick De Muynck, Head of Polimoda's Design Department – trying to channel the individuality of each to reach a creative maturity which is then expressed in the creation of each collection. It is stimulating for us as teachers, but especially for the students, to develop new creative concepts making the Design Department at Polimoda into an active workshop of ideas and projects that will help to guide these young people in making their future choices."

Florence, 12 June 2010