



Camera Nazionale della Moda Italiana

## **The Made in Italy invests on new talents Next Generation- 4° EDITION**

*Initiative promoted by  
Camera Nazionale della Moda Italiana  
and the CCIAA of Milan*

### **Participation rules**

#### **Art. 1 Organization**

The initiative is promoted by Camera Nazionale della Moda Italiana together with the Milan Chamber of Commerce. Camera Nazionale della Moda Italiana will be the tutor in each step of the project and it will be responsible for the production of the Fall/Winter 2010/2011.

#### **Art. 2 Requisites for the participation**

The initiative is addressed to young designers who are younger than 30 and who are:

- a) attending fashion schools, in Italy or abroad;
- b) creative people, Italian or foreigners who live, study and work in companies/design studios in Italy;
- c) creative people, Italian or foreigners who have already had an independent design experience in the fashion industry.

#### **Art. 3 Project contents**

The research for a new generation of designers is fundamental for the future development of Made in Italy. The initiative is aimed to find and give value to new talents and help them start the difficult path towards an independent creativity.

#### **Art. 4 Selections**

The jury will be composed by the New Designers Committee of Camera Nazionale della Moda Italiana which also includes journalists and buyers

The jury, after a first selection of the material received, will arrange with the selected participants a meeting during which all the material will be analyzed and the candidates will be interviewed.

After these meetings, the jury, will select with a classification, the young creatives, to whom it will be asked to create n. 12 models among the presented designs.

#### **Art. 5 Instructions for participation**

The participants are invited to send to Camera Nazionale della Moda Italiana, Via Gerolamo Morone, 6 –20121 Milan, in an envelope saying “Next Generation” September 3rd 2009, the following material:

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## Camera Nazionale della Moda Italiana

- a) application form filled in and signed;
- b) copy of the regulation signed;
- c) curriculum vitae;
- d) copy of the high school diploma/degree, certificate of school attendance for students, certificate of working activity;
- e) number 20 sketches/designs of clothes and accessories which show the trends of clothing and fashion accessories Fall/Winter 2008/2009, with innovative shapes, details and use of materials, accompanied by a technical document concerning materials;
- f) portfolio of works and projects (designs, photographs of clothes, video of presentations and/or any material concerning their work);
- g) document of presentation and motivation of the designer;
- h) concept of the collection;
- i) any press release available;
- j) any reference about shops.

The requests received after the deadline indicated will not be accepted. The postal stamp will bear witness.

### **Art. 6 Prizes**

To the winners it will be offered the chance to:

- create for free a 12 outfits collection (not included:accessories etc.)\*
- present their collection with a group fashion show, during Milano Moda Donna (Milan's Women Fashion Week) – February 2010;
- obtain a communication coverage of the event on newspapers, magazines and other medias, thanks also to the support of the Press Office of CNMI;
- receive tips and support by industry experts in order to understand and interact with the complex mechanism of the fashion industry.

The results will be communicated to the winner with a registered letter and subsequently with a Press Release and inserted on the Camera Nazionale della Moda Italiana's official website.

\* The costs for the creation of the collections produced by suppliers indicated and/or agreed with CNMI will be directly paid if an appropriate fiscal documentation will be provided.

### **Art 7 Promotion of the Project**

Camera Nazionale della Moda Italiana will promote the initiative by sending communications to press, press releases on dailies, magazines and other medias and by activating on the CNMI's website a section dedicated to the project.

### **Art. 8 Copyright**

Any moral and property right of the project remains of the author's property.

Camera Nazionale della Moda Italiana reserves all the rights of publication and circulation of images also on TV.

The collections that will be produced will have to be returned to Camera Nazionale della Moda Italiana 45 days after the presentation at Milano Moda Donna.

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### **Art. 9 Responsibility**

In case of theft or damage to the sketches or of the collections during the transport, the selections and/or the deposit, Camera Nazionale della Moda Italiana will not be responsible.

### **Art. 10 Acceptance of rules**

By filling and signing the rules and the subscription form, the participants accept, with no exceptions, the conditions expressed in the contest and the decisions of the Jury.

### **Art. 11 Subscription**

The rules' subscription and of the subscription form imply the acceptance of the whole rules.

Signature for the acceptance of the regulation

Name and surname (capital letters)

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signature

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Date,

For further information please contact

Camera Nazionale della Moda Italiana

Via Gerolamo Morone, 6

20122 Milano

tel. +39.02.777108.1

fax. +39.02.777108.50

info@cameramoda.it

*In cooperation with*



Lectra



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**Next Generation**  
the Made in Italy invests on new talents

*Initiative promoted by*  
**Camera Nazionale della Moda Italiana**  
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**APPLICATION FORM**

NAME AND SURNAME:

\_\_\_\_\_

PLACE OF BIRTH \_\_\_\_\_ DATE OF BIRTH \_\_\_\_\_

\_\_\_\_\_

NATIONALITY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

POSTAL CODE: \_\_\_\_\_ CITY: \_\_\_\_\_

COUNTRY: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

\_\_\_\_\_

E-MAIL: \_\_\_\_\_

ATTACHMENTS:

- COPY OF THE REGULATION ORIGINALLY SIGNED
- CURRICULUM VITAE
- COPY OF HIGH SCHOOL DIPLOMA/ DEGREE/CERTIFICATE OF ATTENDANCE/CERTIFICATE OF WORKING ACTIVITY
- NUMBER OF \_\_\_\_\_ SKETCHES/DESIGNS (MIN. 20)

CATEGORY:

- MEN'S WEAR
- WOMAN'S WEAR
- ACCESSORIES
- SHOES
  
- PORTFOLIO OF WORKS AND PROJECTS
- TEXT OF PRESENTATION AND MOTIVATION
- CONCEPT OF THE COLLECTION
- PRESS RELEASE
- SHOPS (IF ANY)

Date,

Signature \_\_\_\_\_

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**Lectra**



## Camera Nazionale della Moda Italiana

### **AUTHORIZATION FOR THE PUBLICATION OF PROJECTS AND PERSONAL DATA**

The undersigned \_\_\_\_\_

Born on \_\_\_\_\_

With the following I agree to the publication of the information and of the images related to the Next Generation Project, on press, television, online and on any other digital support.

I declare under my own responsibility that I am the only owner of the intellectual property of the project and that I have free access to the project.

In accordance with the Privacy Code (D.LGS. 196/2003) I authorize Camera Nazionale della Moda Italiana to use my personal data (name, surname, address, email address) for the communication, promotion and circulation activities that are meant to be developed within the Next Generation Project.

I authorize Camera Nazionale della Moda Italiana to publish the above mentioned personal data and to give them to companies and to professionals who will ask for them.

I finally declare to not hold Camera Nazionale della Moda Italiana responsible for any inappropriate action or behaviour linked to the data and images publication, including not authorised reproductions or imitations.

Best regards,

Date,

Signature \_\_\_\_\_