



## ***SUPER TALENTS:***

**A new stopover in the special project on the most interesting creative talents in global fashion.**

**Focus on luxury accessories**

**with the proposals of seven international designers.**

With the ***SUPER TALENTS*** special area, from its very first edition, SUPER confirmed its DNA as a global talent-scouting platform. The protagonists of this focus are the most interesting creative talents on the global fashion panorama and the most promising, sophisticated designer brands, selected in collaboration with **Sara Sozzani Maino** of ***Vogue Italia*** and ***Vogue Talents***.

On stage at this edition is a selection of **seven designers from all over the world** who work in the **world of luxury accessories** and are presenting a series of proposals with high creative content.

Here are their names: **Acchitto** (Italy), **Helena Bajaj Larsen** (France), **IINDACO** (Italy), **Juárez Camacho** (Mexico), **Malaga4** (Italy), **WoRN** (Switzerland), and **Zyne Official** (Morocco).

### ***Let's discover the Super Talents:***

***Acchitto*** (Italy)\_ A collection of outstanding pieces that combine different cultures and eras: a historical inspiration that looks to the future. Acchitto also presents technology, and experimental study for the creation of a patented mechanism, which allows interchangeability between each piece of the collection. A product of artisanal cast that is linked to the savoir faire and quality of Made in Italy. Acchitto is a fashion jewelry brand, condensing the universality of genders and cultures in its creations.

***Helena Bajaj Larsen*** (France) \_ For the half-Indian, half-Norwegian designer born and raised in Paris – after obtaining a degree in Fashion Design at Parsons School of Design – the focus was on textile design and the exploration of surface design through various mediums. She chose in particular khadi, an Indian homespun cotton cloth often referred to as “the fabric of social change” due to the crucial role it played in the Indian Independence movement led by Mahatma Gandhi. The fabrics come from India and are hand-painted using acid and pigment dyes on a variety of silks and other materials. In parallel, Helena began exploring metalwork at school and decided to present a jewelry collection focused on surface alterations as a part of her thesis.

***IINDACO*** (Italy)\_ Two “i”s like the number 11: the month of November when Pamela Costantini and Domitilla Rapisardi were born. A Made in Italy idea of luxury that reflects a specific concept: indigo, the “blue hour”, the time of day when women pass from their daily routine towards the evening, an aperitif, a party. IINDACO is not only a new brand, but is also and above all a challenge, a new idea of expressing fashion: its mission is to innovate luxury by experimenting with a circular economy model that can become a reference for the sector and create a community of women who promote an idea of lifestyle made up by products, spaces, concepts and values.

***Juárez Camacho*** (Mexico)\_ Brand of high-end leather goods born from a strong passion for leather and crafts workmanship. Juárez Camacho reflects Mexican culture and traditions, and aims to adapt

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classic artisanal techniques to the contemporary era. Through a continuum of silhouettes and materials that identify the brand's accessories, the new collection recollects elements typical of the Mexican countryside: brown, black, and burgundy tones give life to an idyllic scene that characterizes bags, jackets, and leather accessories.

**Malaga4** (Italy)\_ The Malaga4 atelier is a special place, where fabrics, ribbons, and drawstrings – fruit of the passion and research onto all of the world's markets – take shape and give life to two different bag styles. The inspiration arrives from the *passamanterie*, a combination of fabrics for tapestries, trimmings, fine linings, colored fringes and nappa leathers, and from the creative experience of the brand's two founder's: Monica Dolfini, stylist and fashion director for Italian and foreign magazines, and Elena Vannucci, former model and producer of ad campaigns and fashion services in the United States.

**WoRN** (Switzerland)\_ Brand and design studio with its headquarters in Geneva comprised by three women designers. Inspired by objects for daily use, it proposes a radical vision of bag-containers, which have been named "baglike objects" by the designers. WoRN plays around with basic shapes and ordinary codes to create wearable containers, positioned halfway between art and design. As suggested by the name, WoRN believes that the past accompanies us just as much as the present does in fashion: the designers do not presume to innovate, but rather reinterpret ancestral artisanal leather techniques, which are then transformed into modern details. The philosophy of the brand combines attentive manufacturing with a minimalist design and artistic direction that conveys an exceptional value to the accessories we wear.

**Zyne Official** (Morocco)\_ Zineb Britel is a Moroccan designer born in Casablanca, who together with her best friend and commercial partner, Laura Pujol, founded Zyne Official with the mission of introducing the ancestral Moroccan footwear known as the "babouche" and its traditional craftsmanship into the 21st Century. Born in the 90's, the two designers propose a style anchored in the laid back multi-cultural vibe made popular by their generation.