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At Pitti Filati 86, the third edition of the special fashion-show staged by the Master's Degree students in "Maglieria, Creative Knitwear Design" of the Accademia Costume & Moda and Modateca Deanna. On stage the knitwear design talents of the future together with the winners of the Industry Projects in collaboration with Diesel Brave Kid, Roberto Collina, Missoni, Max Mara Fashion Group, K-Way.

On the occasion of **Pitti Immagine Filati 86, 22 January 2020**, at the Fortezza da Basso in the **Sala della Ronda**, a catwalk show will feature the personal collections of eight international students from the First Level Master's Degree course in "**Maglieria, Creative Knitwear Design**" (CKD Master) of the **Accademia Costume & Moda** in Rome. Now in its third edition, the project that intends to assist the emergence of young fashion designers and excellences in knitwear is promoted and organized by **Fondazione Pitti Immagine Discovery** together with **Accademia Costume & Moda, Modateca Deanna, and Max Mara Fashion Group**: an important opportunity for dialogue between the top sector businesses present at the fair, the buyers and representatives of the style bureaus of the most prestigious maisons, the press and naturally the young international creatives.

During the catwalk show-event, the international students of the **CKD Master's** program will have the chance to show their personal collections made from the very best selection of fabrics and yarns of Pitti Filati 86's knitting mill partners. With the aim of designing increasingly sustainable collections, the CKD Master's students have selected natural raw materials for their final works, ensuring their collaborations include only certified companies, like **Enka, Filpucci, Linea Più, Zegna Baruffa Lane Borgosesia, Tollegno 1900, Cariaggi Lanificio**.

*"The fashion show of the Master's course in Maglieria, Creative Knitwear Design presented on the occasion of Pitti Filati has become an unmissable rendezvous" says **Andrea Cavicchi, president of the Fondazione Pitti Immagine Discovery** "first and foremost due to the very high quality expressed by the students in their clothing and creations. We believe a lot in this collaboration between the Fondazione, Accademia Costume & Moda and Modateca Deanna and we are convinced that Pitti Filati is the ideal context for this presentation: a place that expresses a strong desire for experimentation and fashion research, a willingness to give the world of knitwear the value it deserves and, above all, understands the need to support the young designers of the future with an effective event and a preeminent audience such as the one present in the Fortezza".*

*"We are very grateful to Fondazione Pitti Immagine Discovery" adds **Andrea Lupo Lanzara, Vice President of the Accademia Costume & Moda** "for the ongoing opportunities provided to the students on the Master's course in Knitwear to present their collections on the occasion of the most important sector fair in the world. A project that grows every year thanks to the vision and generosity not only of Modateca Deanna, but also of over 40 companies in the district which maximize the students' training experience. It is wonderful to be able to bear witness to the fact that it is possible to make a system when we try".*

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"I am infinitely grateful to the Fondazione Pitti Immagine Discovery and all the Partners of this event that allows the CKD Master to preview, at Pitti Filati, the Industry projects and final work realized in the course of the academic year by the students at the Accademia Costume e Moda. The collections were realized in collaboration with leading companies in the Italian production chain: the CKD Master has always told a story of collaboration and creative exchange between our students and a close group of partners, aides, technicians, professors, executives, designers, yarn manufacturers, programmers, knitters, stylists and sector experts who celebrate creativity, innovation and design as applied to knitwear" **Sonia Veroni**

The students and companies involved are:

Valeria Fortini (Maglificio Innocenti, Crisden); **Laura Galati** (Volcar, Filpucci, Zegna Baruffa Lane Borgosesia); **Ana Karen Garza** (Zanni Maglieria, Artemaglia Fashion, Filpucci); **Monica Gesualdo** (Melys, Be.Mi.Va, Cariaggi Lanificio); **Chen Rei Yang** (Shima Seiki Italia, Trame Trevigiane, Dondi Jersey, Be.Mi.Va, Tollegno 1900, Crisden); **Silviana Neamu** (SMT, Be.Mi.Va, Ilaria Manifattura Lane, Staff Ricami); **Lynn Sungurtekin** (Loma, Dondi Jersey, Ricami Laura, Staff Ricami, Blu di Prussia, Crisden); **Namrata Surana** (Maglificio Marilina, Dondi Jersey, Linea Più, Tollegno 1900, Blu di Prussia).

On the catwalk at Pitti Filati are also the winners of the **Industry Projects**: the contest kicked off at the beginning of the academic year, which saw each of the companies **Diesel Brave Kid, Missoni, Roberto Collina** and **K-Way** present a creative brief to the students for the creation of a special capsule collection.

After the fashion show, the collections will also be featured in the Central Pavilion within the "**Knitwear Waves**" installation, with the set up by Alessandro Moradei and a "making of" video by Astra Marina Cabras.

Here are the Industry Projects concepts proposed by the brands and the respective winners:

Diesel Brave Kid Project:

The students of the CKD Master's program explored, by analyzing styles and icons of the kid/junior generation, graphic elements and the study of color, experimenting with the techniques of jacquard and intarsia, printing techniques and embroidery. **Diesel Brave Kid** selected winning student **Chen Rei Yang**, who on the catwalk will present a kidswear collection developed by **Tous Les Garçons, Art Design** and **Staff Ricami**.

Max Mara Fashion Group Project:

The students had the opportunity to choose one out of four brands proposed by the Italian maison **Max Mara Fashion Group** (Max Mara, Sportmax, Week End by Max Mara and Max Mara Leisure). Each student developed a project with a contemporary and innovative design, based on extensive research and experimentation, analyzing the brand's identity and its consumer of reference. The group selected two students as its winners: **Lynn Sungurtekin** with her **Weekend Max Mara** collection on the catwalk and **Ana Karen Garza** who will present her **Max Mara Leisure** collection on the runway.

Missoni Project:

The students of the CKD Master's program followed and interpreted the guidelines set down by **Missoni** for the coming season: femininity, three-dimensionality, colors and shadings, prints, fluidity, experimental volumes, and innovative materials and techniques. The students selected by



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the brand are **Ana Karen Garza** and **Laura Galati** who will hit the runway with a women's capsule collection.

R.Collina Project:

The brand asked young designers to work on the theme "Nordic Invasion", focusing on the design of Nordic countries with a respect for nature. A democratic approach, with special attention reserved for the environment, people, and productive processes. **Valeria Fortini** is the student selected by the brand to present her men's/women's collection on the catwalk.

K-Way Project:

After a meticulous study and in-depth analysis of the **K-Way** brand and its company philosophy, the students developed knitwear proposals with a special focus on new technologies. The eight CKD Master's students created eight outfits, using the yarns of **Zegna Baruffa Lane Borgosesia** and **Filpucci**, in collaboration with knitting mill partners and STOLL: **Artemaglia Fashion** and **SAT Knitting Machine** (Ana Karen Garza), **Reginato Maglia** (Laura Galati), **Maglificio Loredana** (Monica Gesualdo), **Metaphor Italy** (Lynn Sungurtekin), **Paima** (Namrata Surana), **SMT** (Silviana Neamu), **Della Rovere** (Chen Jui Yang), and **Kn-hit** (Valeria Fortini).

A special thanks to the RUFFINO winery and the Latteria Due Madonne for their contribution to the final toast of the fashion show.