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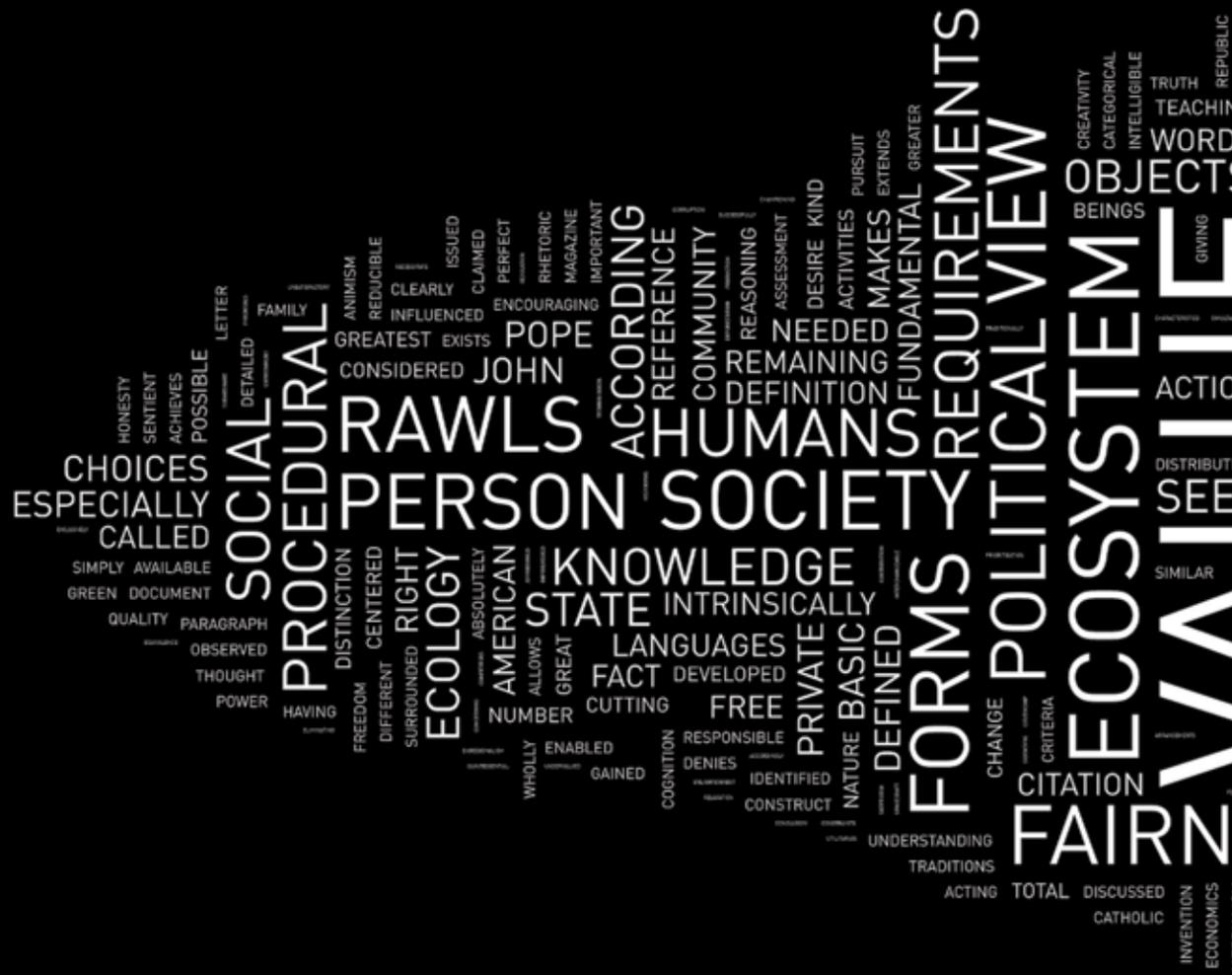
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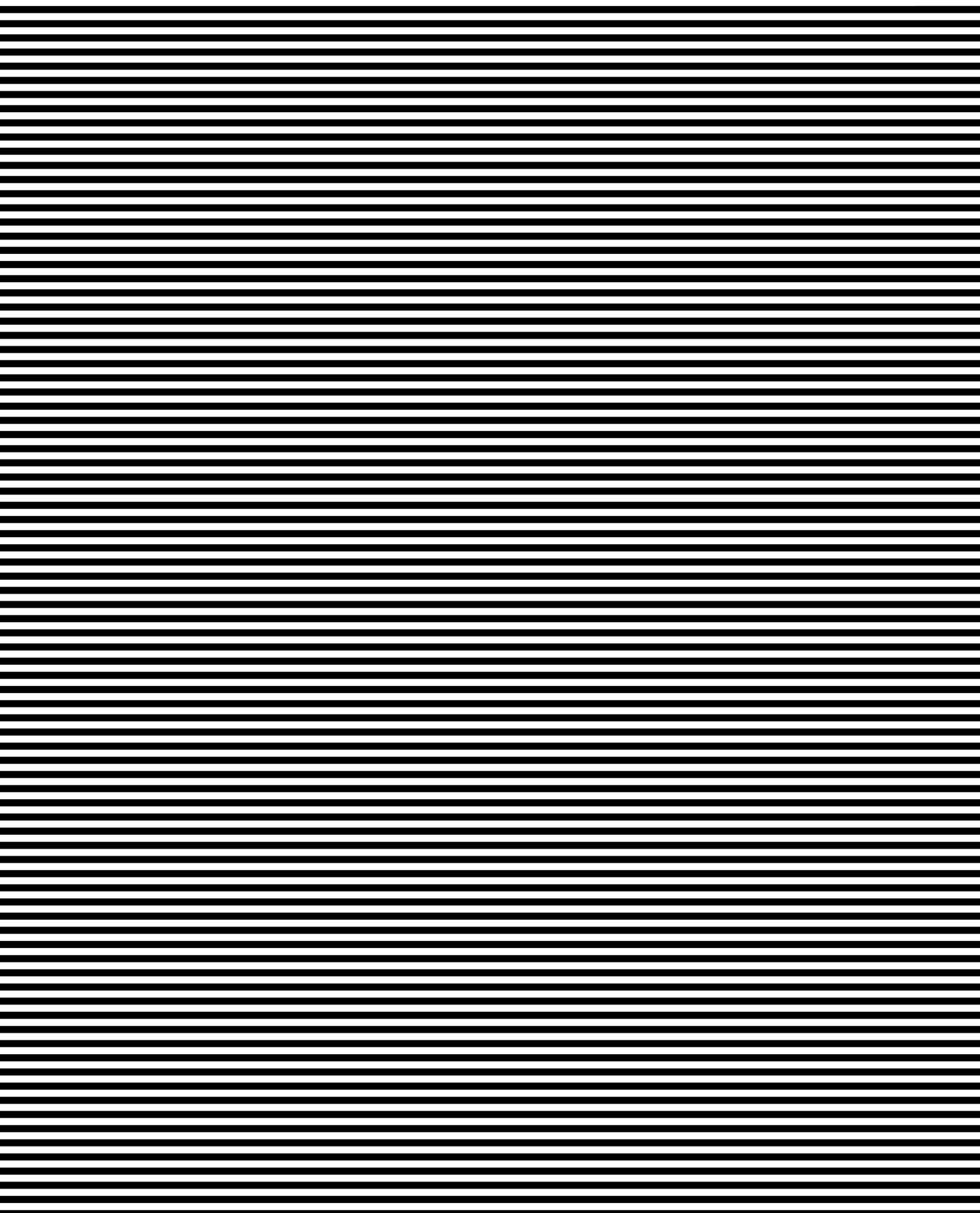


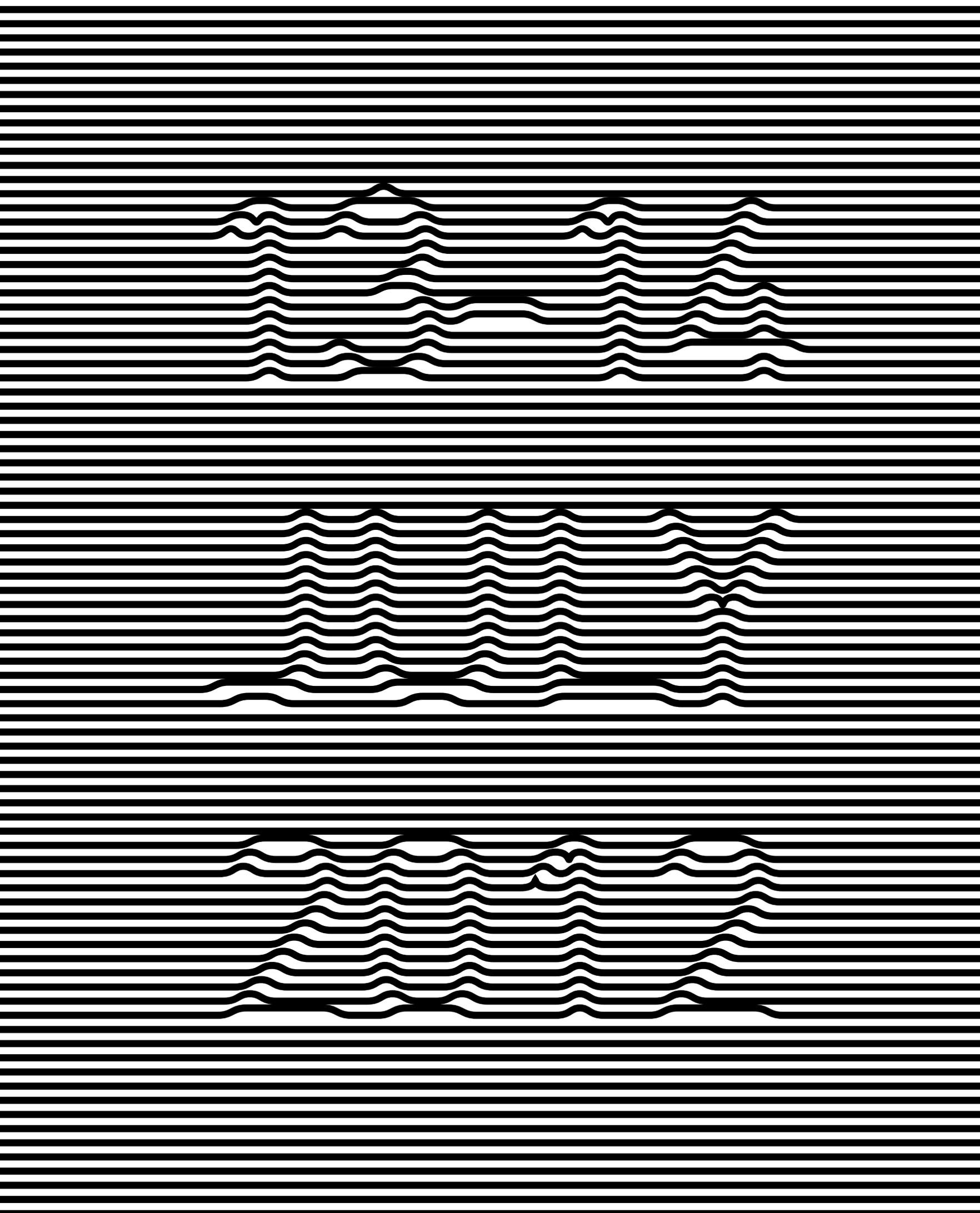
Last year the anniversary edition marked the tenth year of International Talent Support. As if confirming the idea it was the end of a cycle, we probably never struggled more than this year to bring ITS to life. If we are still here it is only because we have decided to take huge risks and face the challenge even when any other entrepreneur gifted with a few neurons would have decided it is time to stop (and perhaps take a well-deserved, serious holiday). But since we scarcely follow the laws of logic and desperately cling to the fire of passion and instinct, and most importantly since we automatically decide to go for it whenever a voice inside of us repeatedly tells us "mmmm, this might be too hard to face", so be it: ITS 2012 is here as alive as ever. The ITS Family grows, young creativity still rules and we are excited to discover what you think of the talents we have selected this year who fill the pages of this catalogue. Nevertheless, something needs to change. ITS calls for an evolution that must receive a stronger support from the local institutions and from our private partners. I will inevitably repeat myself but truth is as simple as that and it can't be hidden. For too many years we have been thinking of and planning a step forward through ideas and projects that wait for realisation in our drawers. Everybody is terribly excited about our plans when we talk about them, nobody seems to be ready to take that step and join us in the revolution. Because ITS has an unimaginable, unexpressed potential. It can support much more, surprise much more. What it certainly cannot do is fight for survival every single year. Things must change. What will never change is our mission. We wanted to bring support and visibility to young talents no

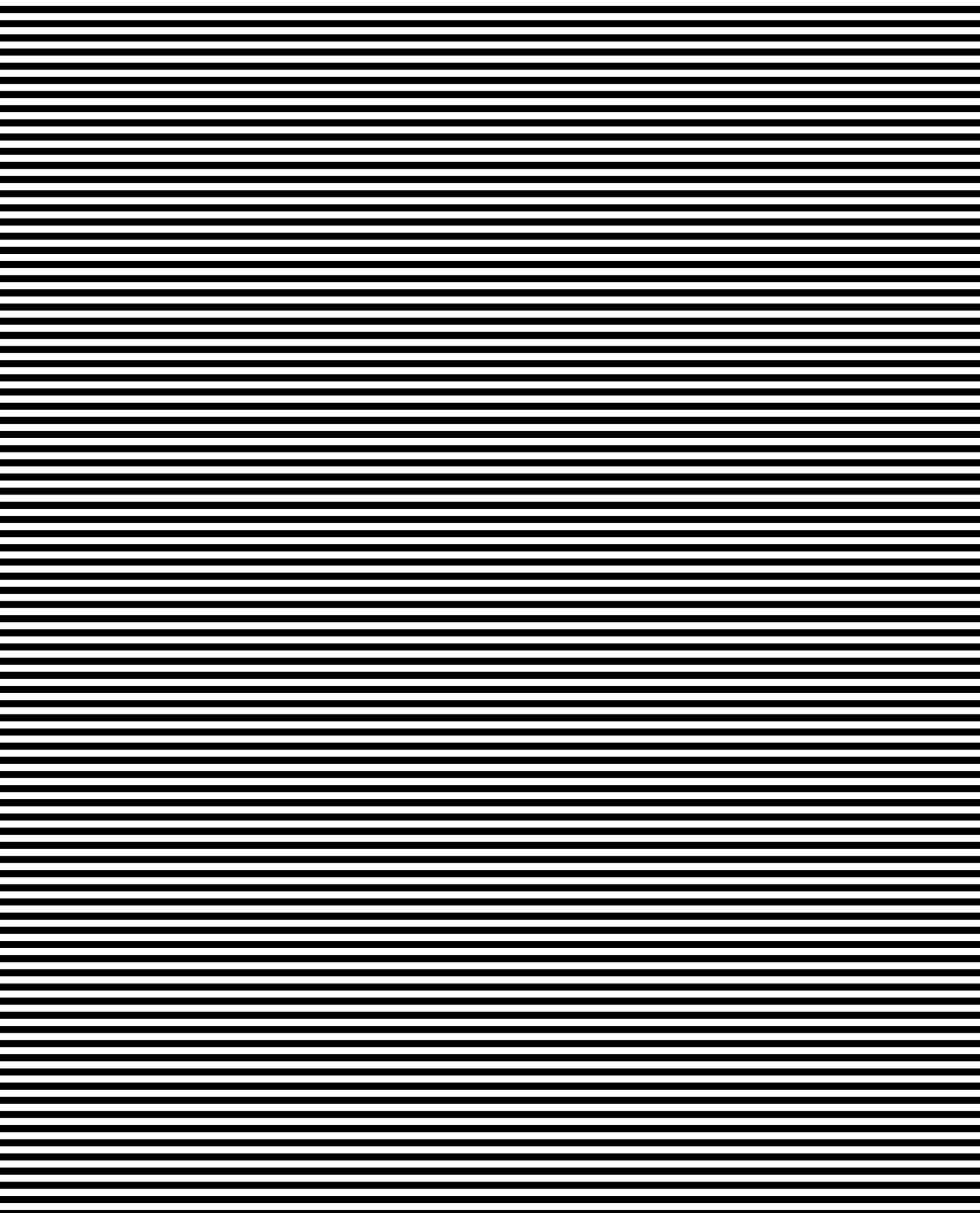
Barbara Franchin

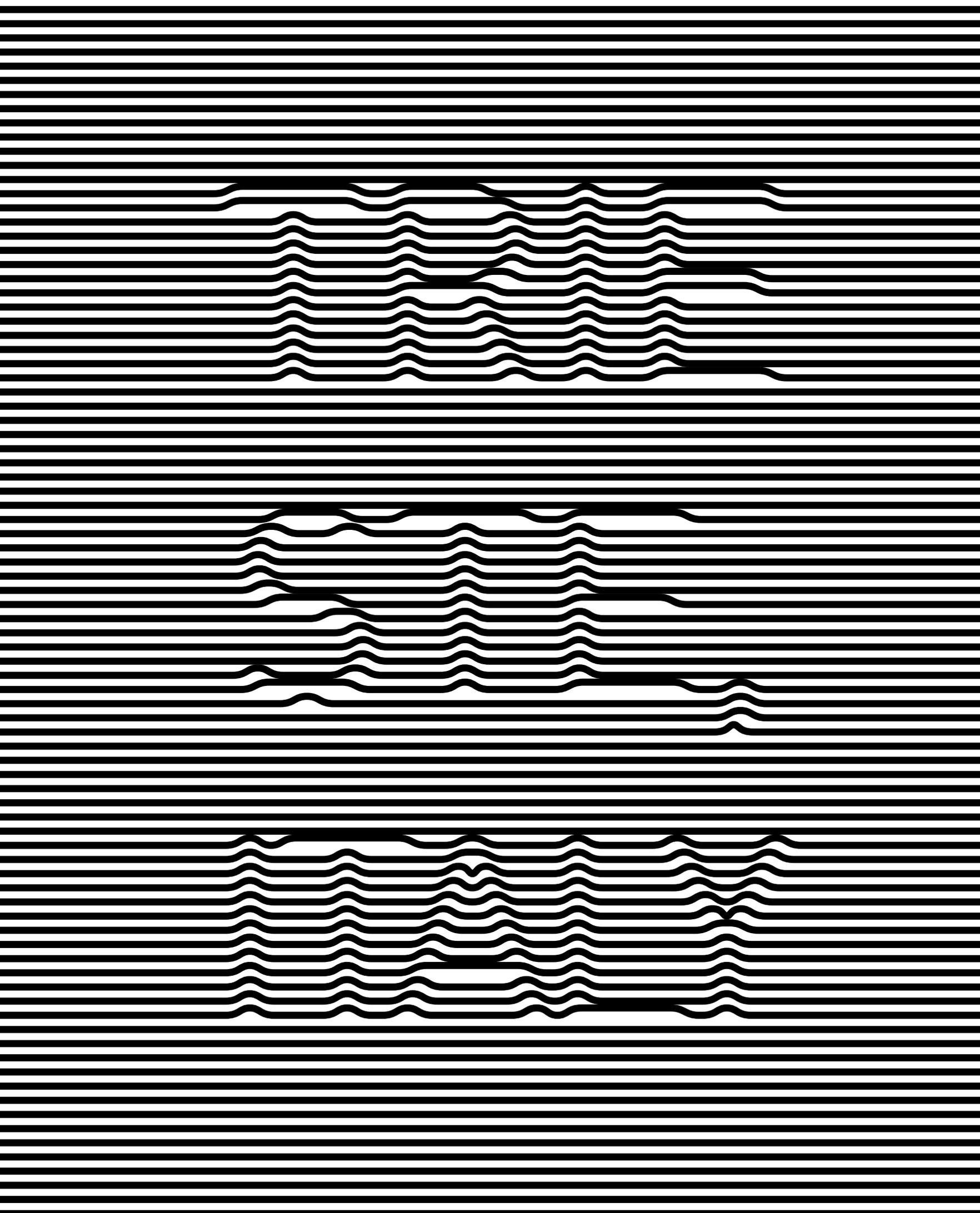
matter where they come from, giving them a space to express themselves and work opportunities as well as internships to survive and improve their abilities. We wanted to make them feel part of a family that constantly grows and supports its members. A family that includes school teachers, smart and sensible journalists, stylists, head hunters, opinion leaders... all united and sharing the idea that together is better. This turns them into a network of friends willing to give their help without having something in return. It is certainly an alternative point of view outside the logics of market and price tags that dominate our everyday lives. I believe we did it, though work is never over and we can always improve and do better. I know we are on the right track when I look at our past finalists and see them working in key positions for some of the most renowned brands or doing incredibly well with their own lines. It has been such a pleasure to see them grow to who they are now and still have the privilege to remain in touch with them and keep track of their journey. My staff is the first thing that comes to my mind when I consider who shall I thank for this never ending adventure. I chose them, they chose to join me and they have stayed with me and shared the uncertainty as well as the thrill. Of course I cannot forget all of the friends and people working in the business who have done their best to support me and our mission. But I know we can do more and that this is not the limit and I wish this year will be just the beginning of a much more exciting journey that has been waiting far too long to begin. I hope we can all tell ourselves, a couple of years from now: "Remember? Everything started in 2012".

Director of ITS









**GOOD EXIT**

**EVIL EXIT**



# ITS FASHION

My eleventh time in Trieste, and I am still eager to meet the finalists, discover their talent, listen to their dreams and get inspired by their freshness: young minds are the key to define the future of fashion.

The road to enter the fashion system is often difficult, providing young talents with concrete opportunities to make their ideas come true and to showcase them in front of some of the world's most respected experts is what ITS does at its best. And in the last eleven years, with roughly 10,000 contestants from over 60 countries, ITS gave this chance to many young creative individuals who are now working in some of the world's most important style offices.

From my side, I just want to add one more recommendation to this year's contestants: always be brave, seize your opportunity, make the most out of it. It's really up to you. Different creativity with different backgrounds and cultures will make this industry and this art evolve to its next stage.

On this note I want to wish all contestants the best of luck, keep your minds open and your ideas flowing, don't stop dreaming.

Enjoy

Renzo Rosso

ITS FASHION is an international competition for fashion design students and young designers. In eleven years over 400 young fashion talents have received support and visibility. It is a bridge between schools and the fashion industry leading directly to internships and work at Diesel, John Galiano, Viktor&Rolf, Maison Martin Margiela, Armani, Antonio Marras and many more.

A strong contribution to the ITS support philosophy is given by the prizes offered by our partners and supporters.

**Fashion Collection of the Year** gives the winner the opportunity to present a new collection at ITS 2013 with a dedicated fashion show, together with the privilege of being part of the jury. All expenses, production and organisation of the show will be covered by EVE who will also give the winner €15,000 towards the development of the new collection.

Diesel has been with ITS from the very beginning. Ten long and intense years backing and supporting ITS, making it big and well-known. The **Diesel Award** aims to ensure that fashion students' dreams become a reality by offering them the most tangible way to support their breakthrough into the international fashion scene, with a cash prize of €25,000 that the winner can use to promote their work in the best possible way. On top of that, the winner will be offered an internship within the Diesel Creative Team at the HQ in Italy and discover all the secrets of working in an innovative and international fashion company. To compete for the Diesel Award, fashion finalists were asked to develop an outfit showing the couture side of denim. All outfits will be showcased on the ITS 2012 catwalk.

The **Fashion Special Prize** is a cash prize amounting to €5,000 offered by EVE for the designer who will catch the eye of the Jury on the grounds of pure creativity.

Avery Dennison is one of the leading retail brand solutions provider and is the new partner of ITS FASHION offering the **Avery Dennison Brand Innovation Award**. Fashion finalists were challenged to develop new and innovative ways to integrate branding solutions into their collections. The winner will receive €3,000, will be featured in Avery Dennison communications and will collaborate on the development of new branding solutions.

Vogue Talents, the section dedicated to talents of the website Vogue.it, is the media partner of ITS 2012 and will offer the **Vogue Talents Award** consisting of a still life photo shoot of their entire collection to be published in September-October 2012 on the website. Vogue Talents will also assign the winner a press office from July to December and interview him/her for the website.

D-La Repubblica is back as the media partner of ITS 2012. The magazine could assign to an ITS FASHION finalist the **D-La Repubblica Award**, that will grant visibility to the winner.

# VERONIKA

# IS

**VERONIKA KALLAUR**

3 July 1987

Russian

Fashion Designer

## ON THE EDGE OF TEMPTATION

Using religious and mystical fairytale imagery, Veronika's idea was to create a womenswear collection worn by men. Long and short skirts, bare breasts and high heels are transferred from the female to the male wardrobe. Elements from the outfits of nuns as well as hermit monks are clearly visible. She was also influenced by the paintings of several Russian artists, particularly the religious-inspired ones together with those depicting fabulous mythical characters.

She has  
a cool  
Teddy Bear

# GOOD



# SHENGWEI IS

*She loves  
her parents*

## SHENGWEI WANG

4 March 1983

Chinese

Central Saint Martins

College of Art and Design

## LEGLSS BIRD

Shengwei's collection pays tribute to Frida Kahlo. A woman with a unique character, who lived an unforgettable life full of pain caused by an accident as well as by her unhappy marriage. But in her paintings she found a way to express herself, her emotions and thoughts about love, life and death. To Shengwei, Frida is a miracle and a tragedy bird. A bird with no legs, condemned to fly until death arrives. Kahlo's dress style was also unique and individual, inspired by typical Mexican clothes.

# GOODBYE



# YONG KYUN

# IS

## YONG KYUN SHIN

22 September 1981

South Korean

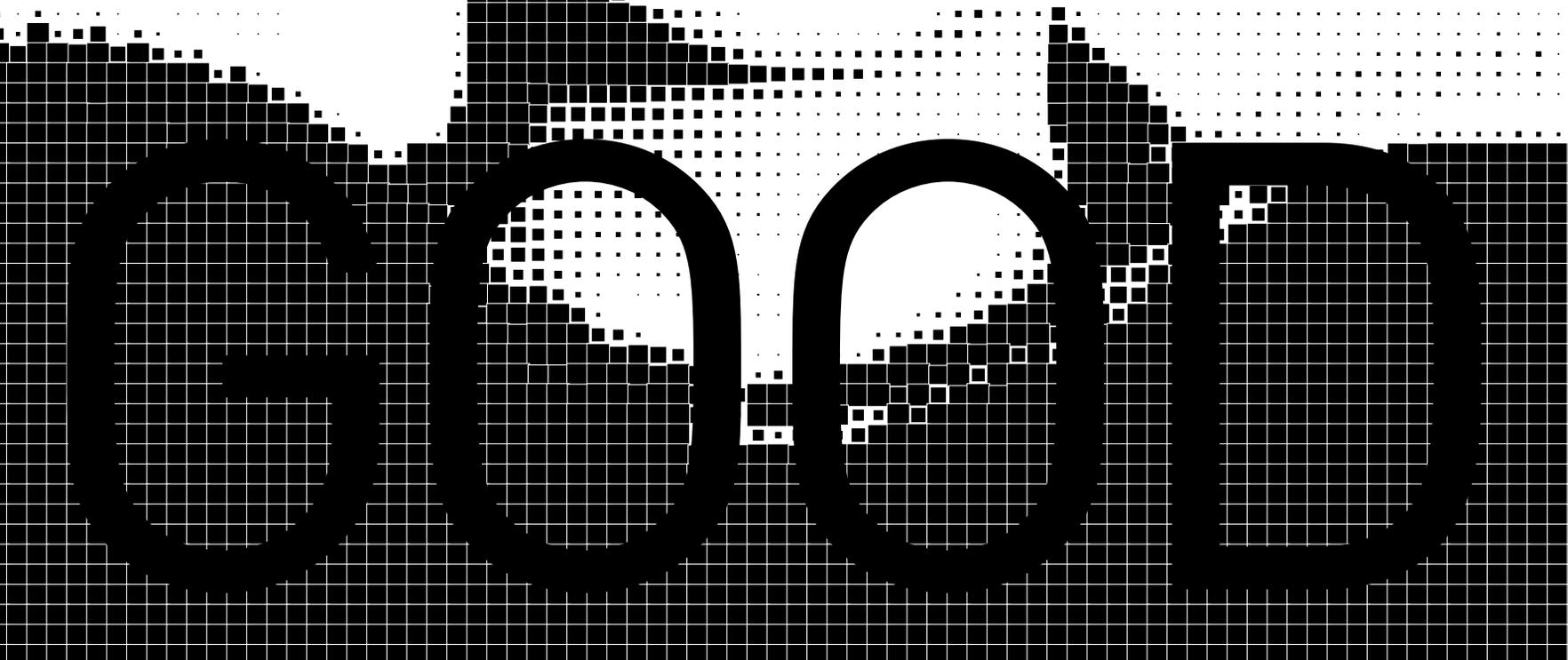
Central Saint Martins

College of Art and Design

## SELF - INTERLOCKING

Yong was inspired by Jean Tinguely's 'Indeter Mindada' installation in which he made a simple, constant curve with one of his machines. The line creates a form when it revolves on an axle at high speed and he created looks by using different weights of springs with different weights of fabric such as hard woven fabric and lightweight jersey, including also cashmere, wool, mohair and velvet. This contributes to the three-dimensional shapes he has obtained in his outfits, inspired by silhouettes from the 1920s.

He wears  
warm spring  
in hot  
summer.





# CHERIE IS

## CHERIE NEWING

21 January 1987  
British  
Fashion Designer

### URBAN CLASH

Constructed through various types of knitting, Cherie's garments brave the cold with Fair Isle, Sheima, Morat and Intarsia techniques while contrasting their American inner-city streetwear roots with elements from Haute Couture. Her goal is simple: to challenge the boundaries of men's knitwear.

She shakes  
people's fizzy  
drinks

# ER V I R



# LUKE IS

## LUKE BROOKS

30 June 1986

British

Central Saint Martins

College of Art and Design

## UNTITLED

Luke's collection is a "fuck you" to feelings of depression, anxiety, frustration and failure. There is no over-arching concept, Luke has developed his patterns over time. The collection was produced instinctively, with a sense of urgency and it was an antidote to a sense of impending doom. It is material and is concerned with that physicality, but it gestures to things beyond. Luke sees it now as a spiritual emergence from a spiritual emergency.

He eats  
Psyllium  
Husks

# GOOD



# CHIAKI IS

**CHIAKI MORONAGA**

31 October 1989  
Japanese  
Coconogacco

## MOTHER INSIDE ME

This collection results from Chiaki's search for the mother inside of her. To her the power of being a mother is also the power to be contradictory, to be able to take in both sides of the world in one single body. Both love and hate, life and death, joy and sadness. She turns her fabric inside out just as she turns her feelings inside out but as she keeps doing so she feels like reaching a point where the difference between inside and outside disappears, where she comes to a contradiction. This is where she finally meets the mother living inside of her.

*She secretly  
wears a  
moustache  
when she goes  
for walks*

# EVN



# ISABELLA

# IS

Instead  
of removing  
her old nail  
polish she puts  
the new colour  
directly  
on top

## ISABELLA KURU

17 October 1987

German

ESMOD Munich

## ARAMAIC HERITAGE

Isabella goes back to her roots taking inspiration from the Aramaic people who spoke the language of the times of Jesus, with a history dating back to 4,500 years ago and beginning in Mesopotamia. By creating a very modern and stylish collection including several typical Aramaic elements like old re-designed handmade crochet pieces, special stitch techniques and prints, Isabella pays a tribute to her forefathers and to the persecutions they suffered.

# NEW



# MARK IS

## MARK GOLDENBERG

19 October 1984  
Israeli  
Fashion Designer

### WOVEN BIRD

Mark's research on birds and their flight process introduced him to the work of artist Naum Gabo, known for his wire sculptures that often look like the wings of a bird. In his collection he used fine metal rods covered with wool and cotton yarns stretched in circular patterns. The colours he uses express the colour distribution of an exotic bird's wing. All garments are woven, some by hand over delicate wire constructions, some at home on a loom. Sometimes crude woven strips of fabric are used above the wire "bones".

He is allergic  
to furry  
animals, but he  
has two dogs,  
a cat and a big  
mad goat

# GOOD



# ISABEL IS

## ISABEL VOLLRATH

10 January 1980

German

Fashion Designer

### LOST AND FOUND IN ST. PETERSBURG

Innovative as well as artistic attempts, design-critical questions and present conflicts concerning her job as a fashion designer confront Isabel's personal, varied experiences in St. Petersburg, Russia in the Spring of 2009. Unexpected linguistic barriers and disorientation, loneliness and longing for familiar people and faces made her arrival there a true "cultural shock". The attempt to approach a foreign culture and its language, to engage in unusual circumstances and customs and to socialize with people allowed her to gradually integrate herself. Her collection is an expression of body and soul which includes the townscape of St. Petersburg as well as the experiences of the wearer and the beholder, their observations and emotions.

She will  
seduce ITS  
to gamble

# EWRL



# ICHIRO IS

## ICHIRO SUZUKI

6 March 1980

Japanese

Royal College of Art

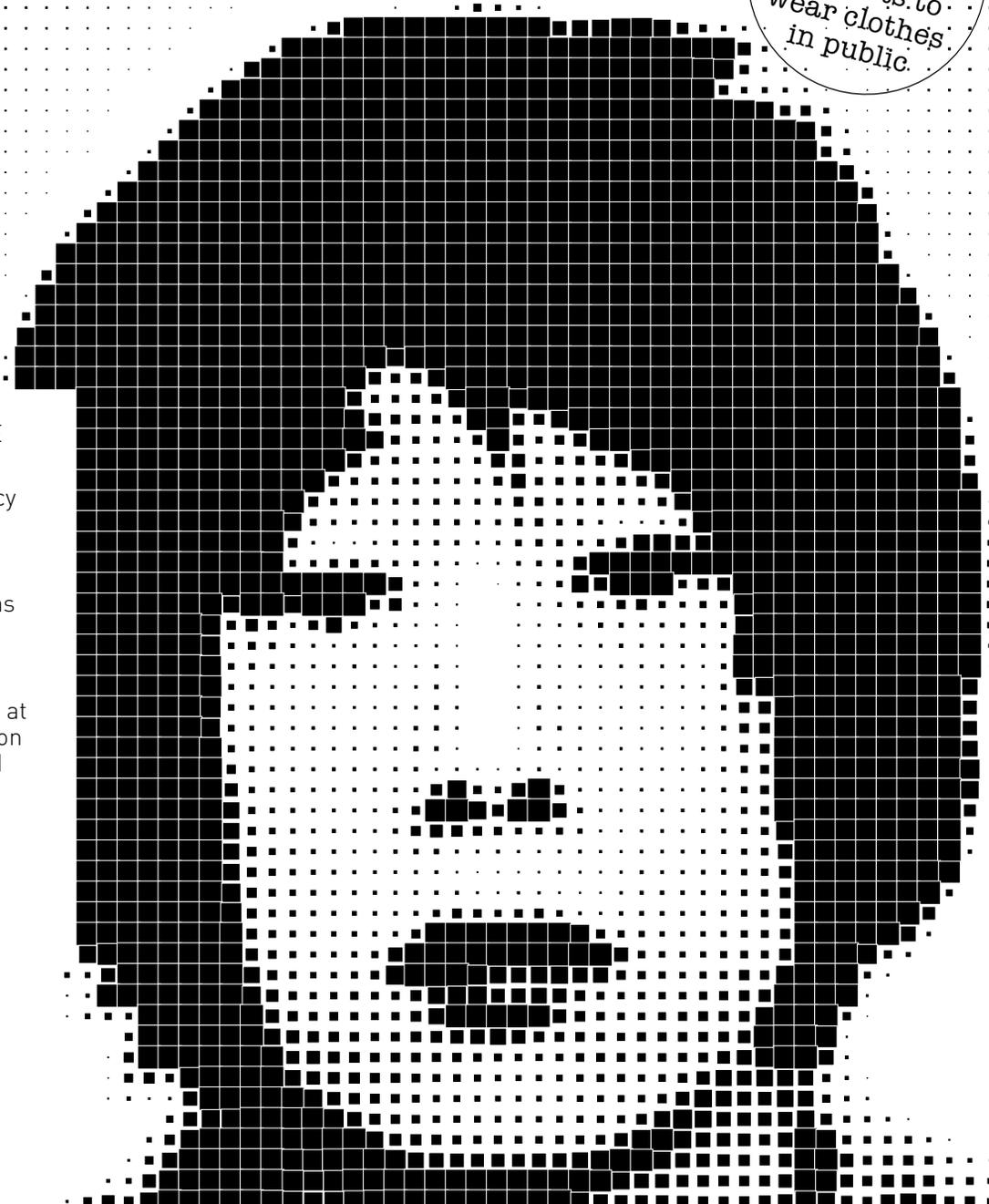
### VISUALISE TO MATERIALISE

English classicism, eccentricity from the Regency Era and optical artwork by Bridget Riley, Escher and Vasarely have been Ichiro's main influences which he has transformed in a marriage between sartorial obsession and innovative design.

Secondly, Ichiro always aims at creating his alter ego. Fashion is about stories, dreams and emotions that can be told without words.

We choose clothes that talk about ourselves, that reveal our personality, who we are, or who we would like to be.

*It goes  
against his  
nature and  
instincts to  
wear clothes  
in public.*



# GOOD



# MARIUS IS

'cause it's  
DAMN easy

## MARIUS JANUSAUSKAS

11 August 1979  
Lithuanian  
Hogeschool Antwerpen

### SLEEPING BEAUTY

A perfectly passive woman remains still throughout an era. Her vital colours are vanishing. She is turning into an undead. The only sign of life is her blood, running through the stitches of her garments. She is trapped in time. Time that is pleated into the front of her clothes. Her back is cold, minimal, clinical. Marius bases his work for this collection upon the idea of deference. The fairytale of Sleeping Beauty, horror movies, the work by Madame Grès and sculptures by Pablo Atchugarry are all part of his inspiration.

# GGOOD



Photo by Dirk Alexander

# SHAUN IS

## SHAUN SAMSON

25 June 1981  
American  
Fashion Designer

**ITS FASHION** Winner of Fashion  
Collection of the Year ITS#TEN

### THE BODY SHOP

For his Spring/Summer 2013 collection Shaun researched how people from different cultures personalise and customise their vehicles with automobile body parts and decorations. Some of these include low riders in America, Japanese Dekotora trucks, and jeepneys in the Philippines. He looked at different ways of interpreting automotive embellishments onto the body through surface decoration and garment construction. He also continued researching modification of the human body through extreme piercing and examined the common conceptions of sadism and masochism. Continuing the exploration of needle punch felting, he used the technique in a more conceptual way with sublimation printing, managing to make a garment morph into itself.

He  
never does  
what people  
tell him  
to do

# GOOD









GOOD DOG

EVIL DOG

# ITS ACCESSORIES

Thanks to the strong commitment of YKK, we created ITS ACCESSORIES seven years ago. It is a natural extension of ITS to give a more complete overview on the most creative young talents in fashion with a dedicated contest for all accessories design graduates and young accessories designers.

The competition allows YKK to explore the out-of-the-ordinary creations that can be produced with their fastenings. YKK participated actively by inspiring a creative, original and technically advanced use of YKK products, turning them into the key element of the applicants' accessories.

Each accessories designer enrolled in the competition was asked to present proposals for a design which makes use of a fastening product supplied by any member of the YKK Group of Companies. YKK encouraged the use of their Excella® Curve and Excella® Size 12 products. During the selection YKK evaluated the designer's ability to enhance an accessory or artwork in an original and technically advanced way by using a YKK fastening system as well as the ability to use a YKK fastening system as the main factor to enhance the overall quality and look of an accessory.

The winner of **Accessories Collection of the Year** will receive €8,000 and will be invited to ITS 2012 to present a new accessories collection and be part of the jury. The prize includes €3,000 offered by Modamont that will also grant the winner the possibility to showcase their collection during Modamont September 2012 Show and in the show's catalogue and website.

The finalist with the **best YKK project** will be awarded €10,000 and YKK may make use of the winning item in promotional advertising.

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D-La Repubblica is the media partner of ITS 2012. The magazine could assign to an ITS ACCESSORIES finalist the **D-La Repubblica Award**, that will grant visibility to the winner.

*This is the beginning of another decade for ITS. After the great success of last year's anniversary, YKK and myself are sincerely honoured to be here again. We are absolutely happy to keep supporting the new talents coming from all over the world as we are proud of being a part of this event. After building an even more trustful relationship between ITS and YKK, we have got into this event more seriously than ever and this time YKK Italy Sales manager Mr. Marco Grandi is also joining as a juror for ITS 2012. I believe this change will increase the attention given to the finalists' project with an additional point of view and a new, fresh perspective is always to appreciate.*

*As ITS keeps introducing new talents every year, YKK also keeps developing new products and this year YKK introduced two specific zippers to the applicants, Excella® curve and Excella® size12. We're certainly excited to see how the finalists will use and manipulate these new YKK zips in their accessories. At the same time we expect finalists to pick from the wide range of YKK products fastenings that have not been used by previous finalists yet. I believe it is a great opportunity for the brightest young talents to show the world what they can do, what they can suggest. As usual we are looking forward to finding something original, creative and imaginative and after a careful consideration of these elements, the best one will receive the YKK Award.*

*Kei Kagami - Fashion Designer*

# TAMAR IS

**TAMAR ARESHIDZE**  
18 April 1990  
Georgian  
Accessories Designer

## EXPRESSIO

"That I can't fly, It already means death." This verse by Georgian poet Terenti Graneli appropriately sums up Tamar's collection, in which she tried to express the condition of a person who feels he can fly. A person convinced he wasn't born to live the usual life and to be happy in the usual way. But there's a heavy load that makes it impossible for him to fly. It keeps him grounded to earth and to reality.

She  
believes in  
miracles

# GOOD



# ANNA IS

She  
eats her  
spinach

**ANNA GAMMELGAARD**  
8 July 1987  
Danish  
London College of Fashion

## THE THING-FINDER

Once upon a future time, in a post-apocalyptic scenario, a survivor is woken up by a dream that evokes vague memories of the life "before" and her only distinct memory is a melody. A tuning fork with the pitch of A is her single utensil to produce the note she is pursuing. She gathers components to build musical instruments that will enable her to play the tune, the search for notes becomes her *raison d'être*. Anna's project focuses on how the examination of devices enables one to understand human behaviour and in this particular case, the tale of a character.

# GOOD



# LAURA

# IS

## LAURA GOSTLING

27 October 1986

British

London College of Fashion

## BEAUTIFUL CURIOSITIES

Laura's aim was to challenge standardization in the footwear industry by overcoming negative reactions to certain shapes considered abnormal. Irregularities and abnormalities are seen alongside perfection and normality evolving conventional design ideals and socially desirable ideals. The collection wanted to promote an intrigue injecting desirability in the very abnormalities of the design. From the fake and plastic artificial beauty to the deformed and disfigured, it became an integration of traditional and modern freaks.

She ate  
all  
the cake

# WOMEN



# BENJAMIN

# IS

## BENJAMIN JOHN HALL

2 February 1981

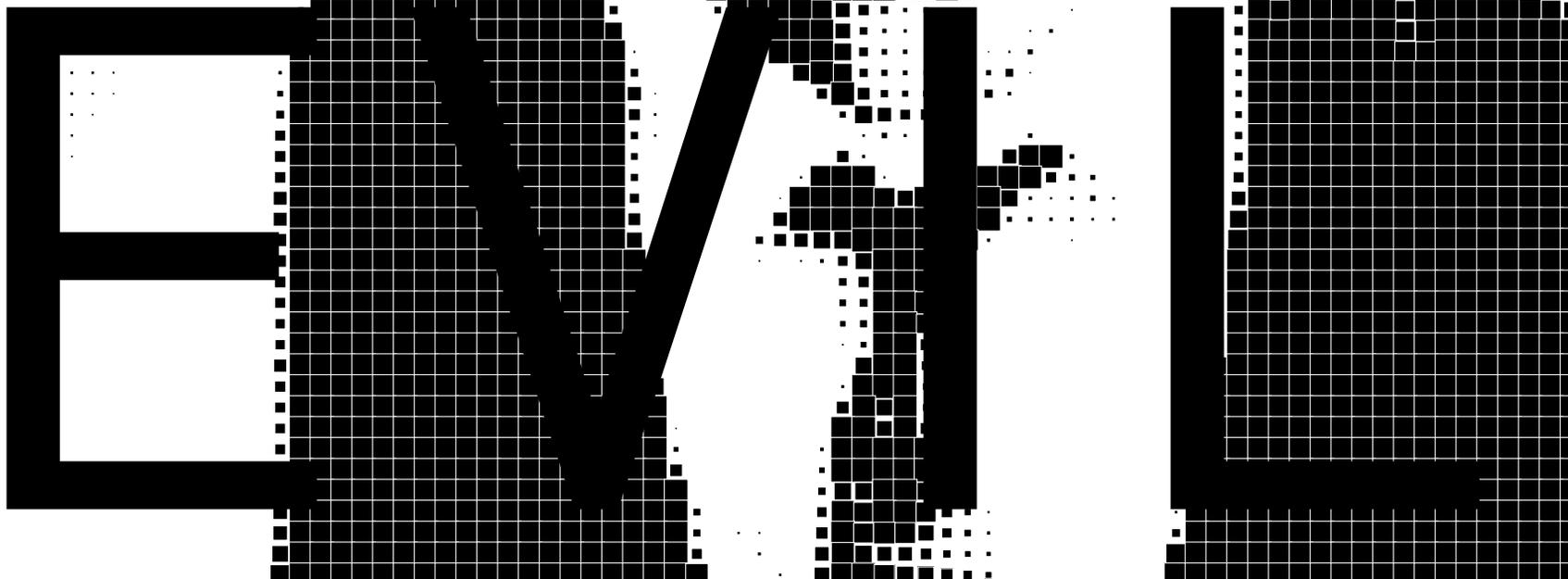
British

Accessories Designer

## BIRTH, LIFE AND DEATH

Benjamin's collection explores three enigmatic subjects we will never fully understand. The women's shoes were originally made for a trilogy of fashion films called "Birth, Life and Death". More wearable men's footwear pieces were added to the collection so that there is a men's and women's pair of shoes for each of the three themes. Working with these films in mind Benjamin included in each shoe dynamic elements related to the themes in order to create a powerful visual impact.

He's a neat  
freak and will  
make you cry  
if you don't  
have clean  
nails





# TAESEOK IS

## TAESEOK KANG

31 May 1981  
South Korean  
London College of Fashion

### SEXUAL DISPLACEMENT OF THE HUMAN BODY PARTS

Taeseok explores the aesthetics of androgyny while referencing sexual narratives of the human body, addressing the question of palpable sensations that manifest from the sexual instinct of a human being. Among his influences are photographers Helmut Newton, Guy Bourdin and Terry Richardson. Each piece aims at providing some kind of sexual stimulation, using nipple-shaped studs for instance, or including traces of fingerprints on what appear to be female hips, to represent sexual instinct and desire.

He always  
gets crazy  
when he sees  
a beautiful  
woman.

# EWELL



# VOLKER IS

## VOLKER KOCH

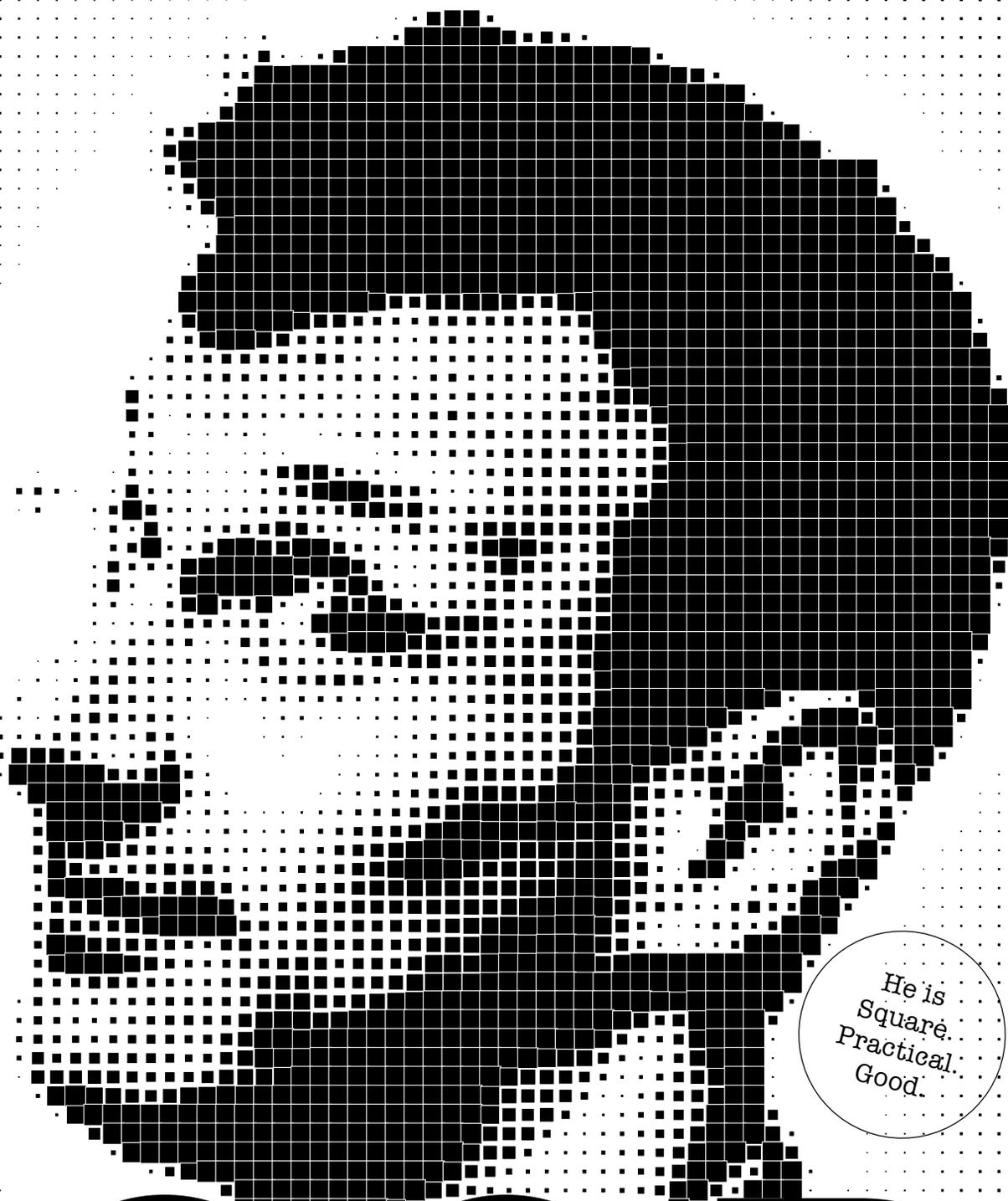
1 July 1972

German

London College of Fashion

## SUMBAWANGA TRAIL

Volker's collection is influenced by primal forms, such as the hand axe, the grindstone and the stele as well as by findings of the late mathematician August Ferdinand Möbius. Each object's shape has been sculpted to mimic the body's contours when worn, ensuring a snug and comfortable fit while remaining fully functional. Fusing primal elements with science and modern views, Volker's bag collection aspires to raise awareness on the diversity of culture and contemporary thinking in our world.



He is  
Square.  
Practical.  
Good.

# GOOD



# EMMA IS

She has  
a wicked  
laugh

## EMMA MONTAGUE

23 April 1983  
Danish  
Royal College of Art

### CHIEF AND HIS WIDOW

Through daily pomp and ceremony dark glasses can be claimed as today's guise of modern armour. Freely combining the armorial codes of medieval Europe with those of Pacific Islander tribes, Emma presents her debut eyewear collection where new surreal, hybrid forms take shape. Luxury and decay meet through the dramatic use of such highly-charged raw material, animal bone and teeth, against polished black horn, acetate and gold. A collection evoking status symbols of the past and reinforcing the accessory as the status symbol that is here to stay.

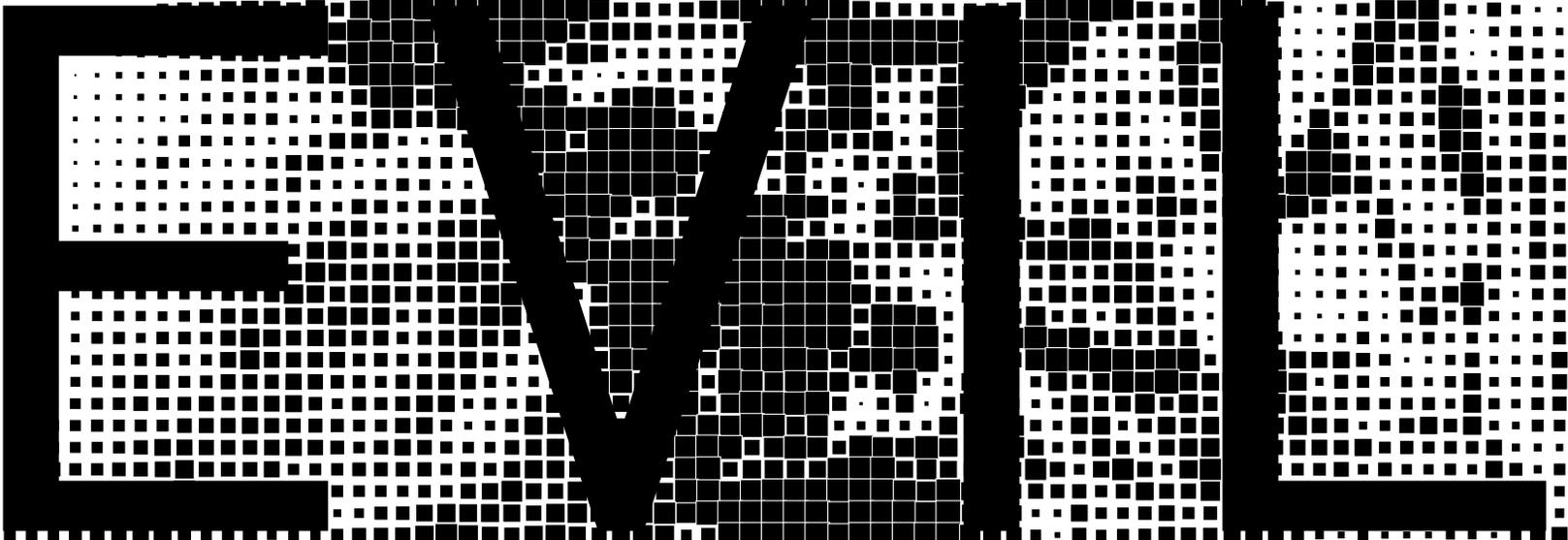




Photo by Yuen Hsieh

# ANA

# IS

## ANA RAJCEVIC

26 November 1983

Serbian

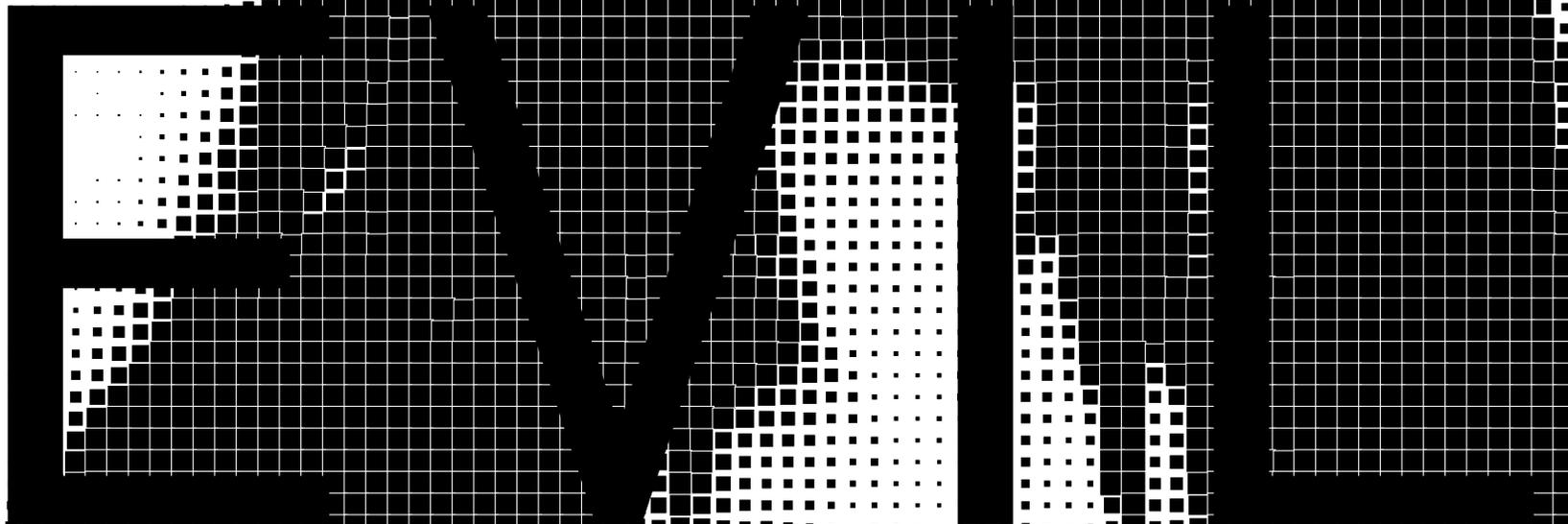
London College of Fashion

### ANIMAL - THE OTHER SIDE OF EVOLUTION

The project is grounded in a unique visual interpretation of animal anatomy, resulting in a collection of sculptural headgear that appear as the natural property of the human body, suggesting strength, power and sensuality. The goal was to fabricate a collection of 8 pieces of personal adornment that would challenge the traditional accessories context in order to develop a 'new breed' of precious objects.

The collection explores concepts of mutation and evolution in developing a contemporary cross-image of human and animal, a timeless, supreme creature beyond past and future.

*She never  
remembers  
other people's  
names*





# SILVIA IS

## SILVIA ROMANELLI

19 June 1987

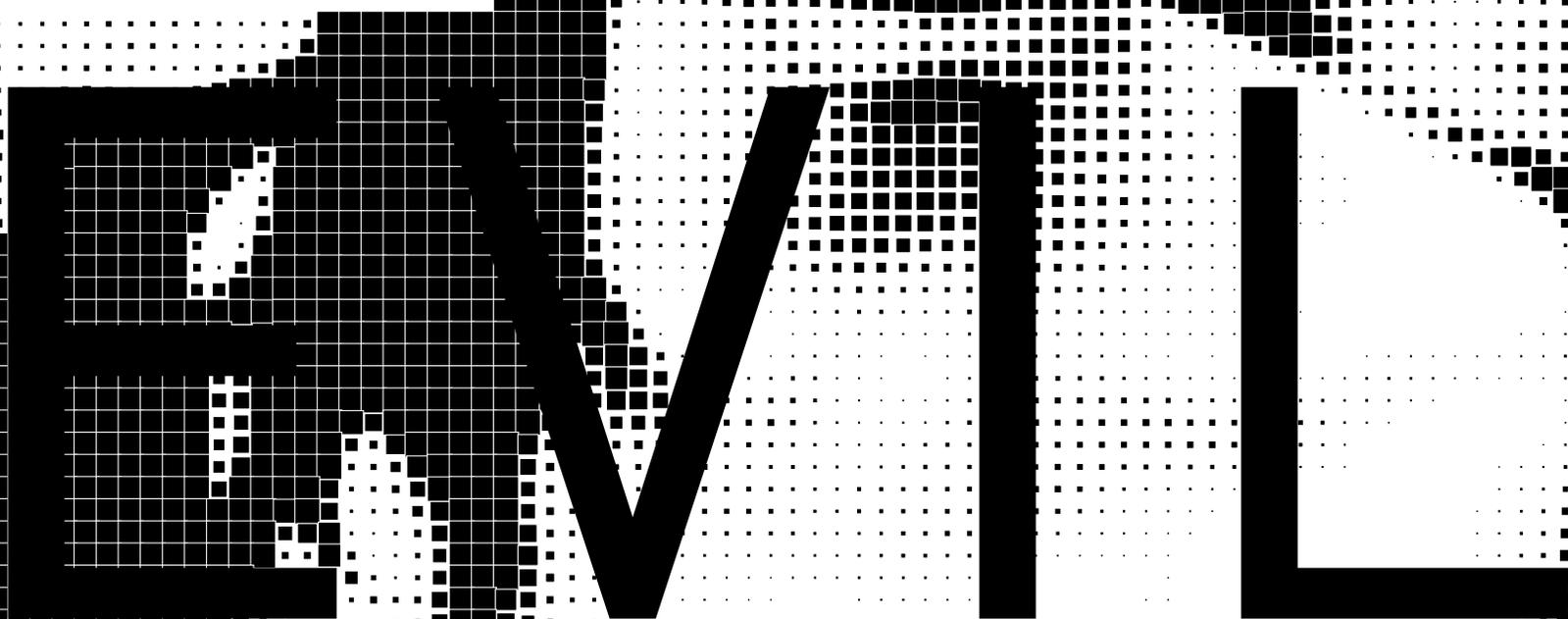
Italian

Università IUAV di Venezia  
Corso di Laurea in Design  
della Moda

### DON'T THROW ANYTHING OUT OF THE WINDOW

This is a collection conceived to fight the unstoppable concrete that surrounds us. Shapes, textures and the colour palette were inspired in the early stages by orthopaedics. The scientific roots of the collection can still be covertly seen inside some of the elements. The naturally carved woods used by Silvia were selected for their energy, paying attention to the veins, the colours and scents. They are combined with small artificial grass meadows to emphasize the importance of nature's influence on health. Many materials, from the nails used to fasten the straps to the closures for the bags, were taken from existing objects to focus the attention on recycling.

She never  
tidies  
her room





# VICTORIA IS

*She  
doesn't cry  
at Bambi*

## VICTORIA SPRUCE

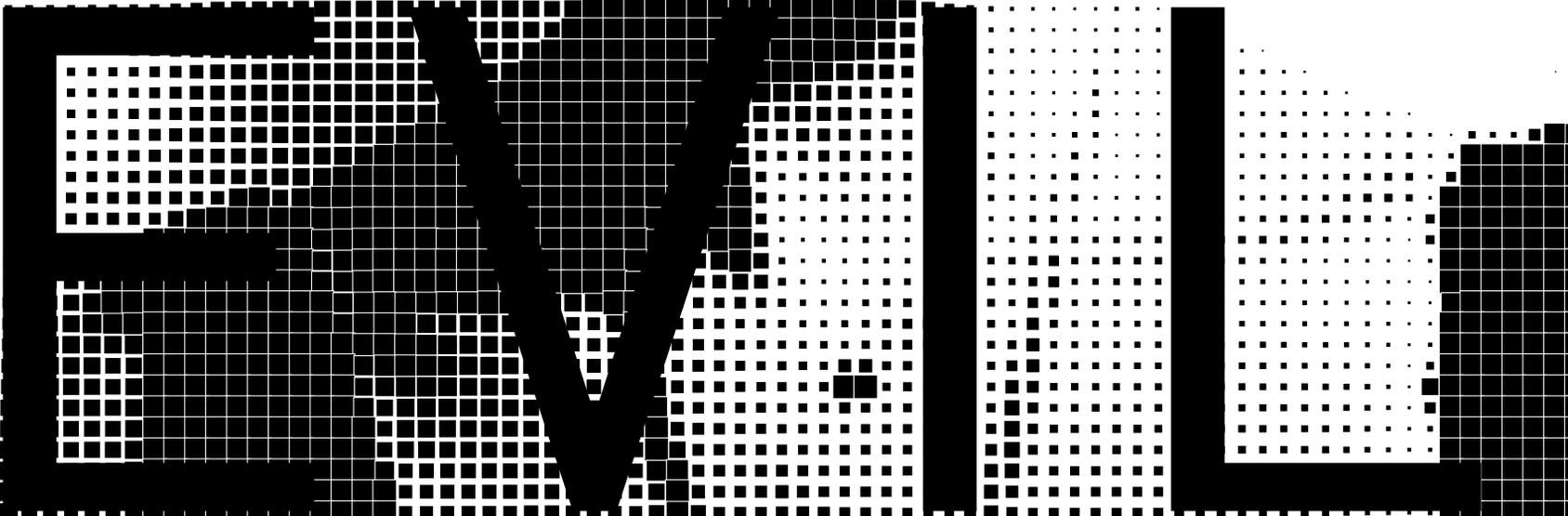
18 March 1986

British

Cordwainers at London  
College of Fashion

## JUXTAPOSE

Victoria's collection was originally inspired by organic, flowing sculptures, conveying the idea that the object may consist of one flowing continuous line made of one material. Through experimenting with hard materials and new technologies and combining these with traditional shoemaking materials and techniques, an element of contrast is highly visible yet working together as one. Her shoes result in a combination of hard and soft, a contrast of matte vs. shiny and an unlikely pairing of modern technology and traditional techniques creating sculptural and fresh new footwear.





# OLIVER IS

## OLIVER RUUGER

1 March 1983

Estonian

Accessories Designer

### ITS ACCESSORIES Winner of Collection of the Year, ITS#TEN

The focus of the collection is an exploration of an alternative creative process, an interdisciplinary dialogue involving a writer (Mihkel Kaevats), an artist (Stuart Patience) and a designer (Oliver). The project started spontaneously with the catalyst being a conversation between the designer and the writer, in the course of an evening in London, conjuring up fantastical events of a magnificent imaginary party. The following morning, the characters and situations were remembered and noted down in the form of mixed prose and verse. Several months later, the artist read these notes and together with the designer came up with a visual framework for the characters and the space they occupied. After several months of work, the structure developed into two opposing drawings, depicting the key stages of the imaginary party – the beginning and the aftermath. The spirit of the installation of objects derives from this original material created by the three, playing out a fragment of the narrative in front of the viewer.

He always  
shares his  
lunch with  
the dog at the  
workshop  
café

# GOOOD



JEWELRY  
CULTURES  
PIECES  
WORK  
EARRINGS  
GEMSTONES  
METALS  
CENTURY  
RINGS  
SWAROVSKI  
STONE  
ART  
EARLY  
NECKLACES  
MAKING  
WEARING  
DIAMONDS  
BEAUTY  
ANCIENT  
INDIAN  
VARIETY  
RELIGIOUS  
WORE SILVER  
CONTINUOUS  
SIGNIFICANT  
NUMEROUS  
EARLY  
NECKLACES  
WIDE MARKET  
ADORNMENT  
MAKING  
WEARING  
DIAMONDS  
BEAUTY  
ANCIENT  
INDIAN  
VARIETY  
RELIGIOUS  
WORE SILVER  
CONTINUOUS  
SIGNIFICANT  
NUMEROUS  
EARLY  
NECKLACES  
WIDE MARKET  
ADORNMENT



# GOOD

HIKING  
CARS  
BEAGLES  
FURNITURE  
GLASSES  
ROCK'N'ROLL  
CHROMOSOME  
TAILS  
METERS  
GHOSTS  
TRAGICS  
SISTERS  
ORANGES  
AIRPLANES

# EVIL

DUCKS  
BUILDINGS  
TOMATO  
SPOONS  
TESTERS  
GOLF  
WI-FI  
HOTELS  
THE "Z" LETTER  
STOVES  
DINOSAURS  
CLOWNS  
SHELVES  
TOFU



# ITS JEWELRY

LAUNCHED LAST YEAR, ITS 2012 SEES THE RETURN OF THE JEWELRY COMPETITION IN PARTNERSHIP WITH SWAROVSKI ELEMENTS, THE PREMIUM BRAND FOR THE FINEST CRYSTAL ELEMENTS MANUFACTURED BY SWAROVSKI.

IF THERE IS A FIELD IN THE FASHION WORLD WHERE YOUNG TALENTS ARE ALMOST COMPLETELY UNKNOWN THIS IS CERTAINLY JEWELRY. THERE IS AN INCREDIBLE AMOUNT OF YOUNG JEWELRY DESIGNERS OUT THERE - COMING FROM DEDICATED SCHOOLS, SPECIALISED COURSES OR TOTALLY INDEPENDENT - WORKING ON THEIR OWN LITTLE PRODUCTIONS OR HOPING TO BE SUPPORTED AND WORK FOR BIG BRANDS. ITS JEWELRY IS MEANT TO HIGHLIGHT THE MOST PROMISING AMONG THEM AND GIVE THEM THE SAME LEVEL OF SUPPORT PROVIDED WITH THE FASHION AND ACCESSORIES COMPETITIONS.

ALL JEWELRY CONTESTANTS WERE REQUIRED TO PRESENT A SPECIAL PROJECT FOR SWAROVSKI ELEMENTS FOCUSED ON CREATING NEW, WEARABLE PIECES OF CRYSTAL JEWELRY BY USING SWAROVSKI ELEMENTS WITH A MIX OF MATERIALS INSPIRED BY ETHNICAL INFLUENCES. SWAROVSKI ELEMENTS PROVIDED A SPECIAL SELECTION OF COLOURS AND SHAPES OF WHICH THE PARTICIPANTS WERE FREE TO CHOOSE FOR THEIR DESIGNS.

FINALISTS WILL COMPETE FOR THE SWAROVSKI ELEMENTS JEWELRY AWARD WHICH WILL GRANT THE WINNER A CASH PRIZE OF € 10,000 AND A 6-MONTH INTERNSHIP AT THE SWAROVSKI ELEMENTS HEADQUARTERS IN WATTENS, AUSTRIA.

SWAROVSKI ELEMENTS is pleased to announce its continuing support of emerging young design talent. We were impressed by the positive feedback and amount of applicants for the second edition of the SWAROVSKI ELEMENTS Jewelry Competition, as by the intellectual and creative results seen in the projects of the 10 finalists selected for ITS JEWELRY. The deep love for details and the high level of craftsmanship is amazing. SWAROVSKI ELEMENTS is proud of its long tradition of cooperation with leading international design institutes, including renowned establishments in London, Shanghai, Tel Aviv, Istanbul, Kolding, Tokyo and Vienna. It is here that students have access to application rooms where they can design with SWAROVSKI ELEMENTS and learn the art of crystal application.

# MARGHERITA IS

**MARGHERITA ABI-HANNA**

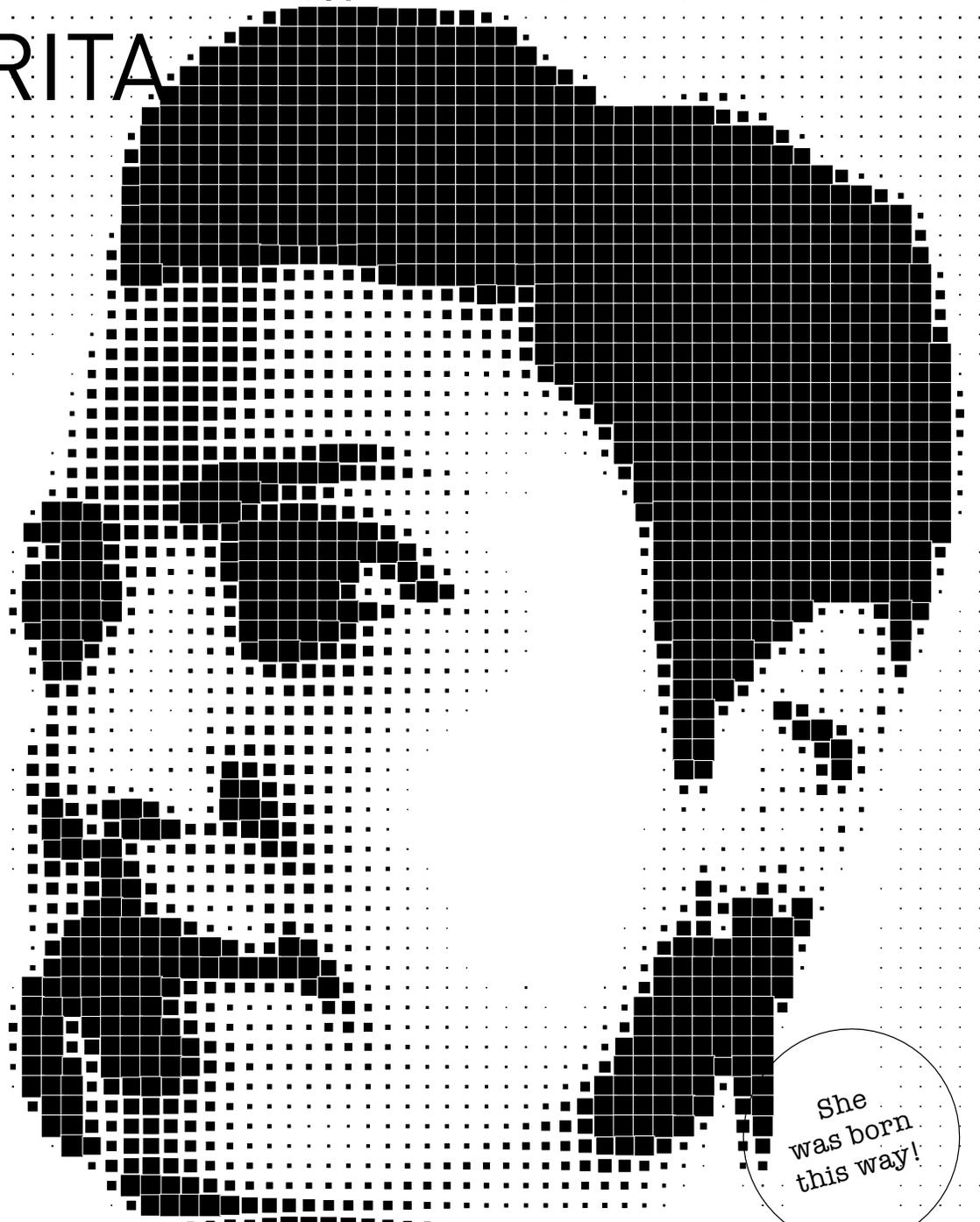
1 December 1979

Lebanese

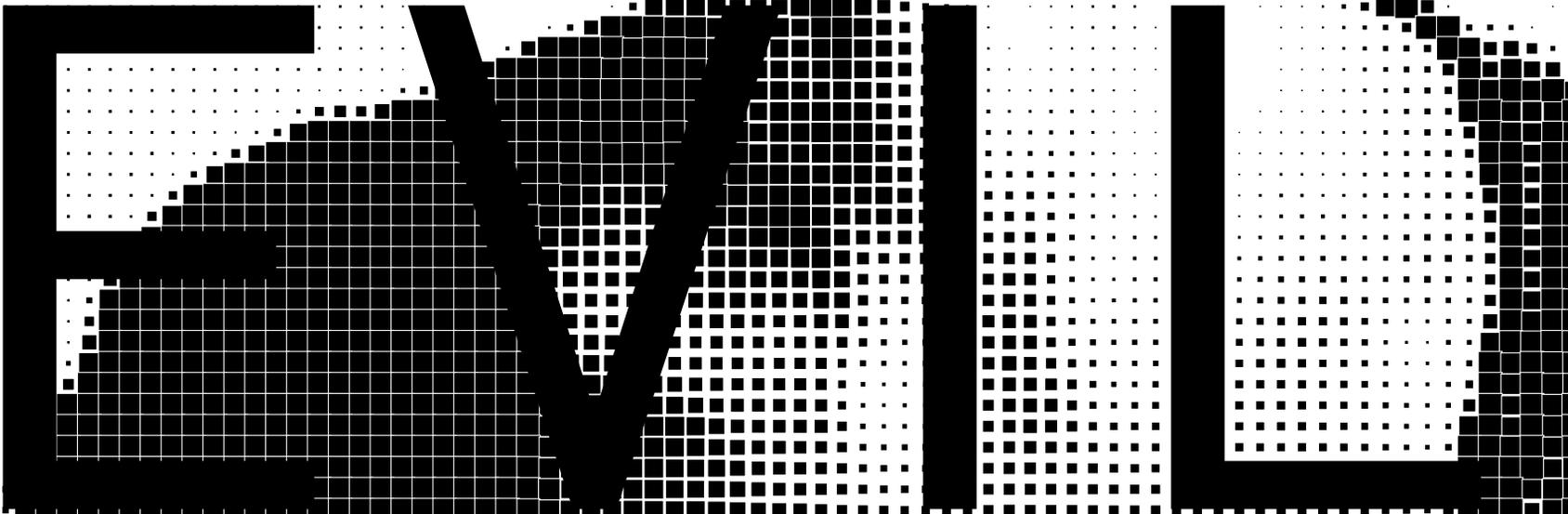
Jewelry Designer

## MATERIAL OF A GIRL

Margherita's objective is to develop jewelry with a value that transcends the purely visual and decorative aspects, by working on its emotional and symbolic realm. This collection is thus the culmination of a diary accumulated through the process of exploring private memories which she has materialised into precious public objects, the jewels. It is a way for one woman, through her own personal experiences, vices, fears and emotions, to relate to other women and inspire in them the same or other emotions.



She  
was born  
this way!





# KASUMI IS

## KASUMI ASHIZAWA

29 December 1984

Japanese

Coconogacco

### REAL FOOD FAKE FOOD

Kasumi developed the idea for her jewelry pieces thinking about the need for food after the earthquake. Particularly she focused her attention on fake food in Japan and on the tradition of Nyotai-Mori. Fake dishes outside restaurants are quite common in Japan and are used to show customers what the food they serve looks like. Nyotai-Mori instead is the practice of serving food (particularly sashimi and sushi) displayed on a woman's body, typically naked, as if it were jewelry. Kasumi's food-inspired jewelry pieces are an enrichment to the Nyotai-Mori tradition.

*She sleeps  
with the  
television on*

# REAL



# MILKO IS

## MILKO BOYAROV

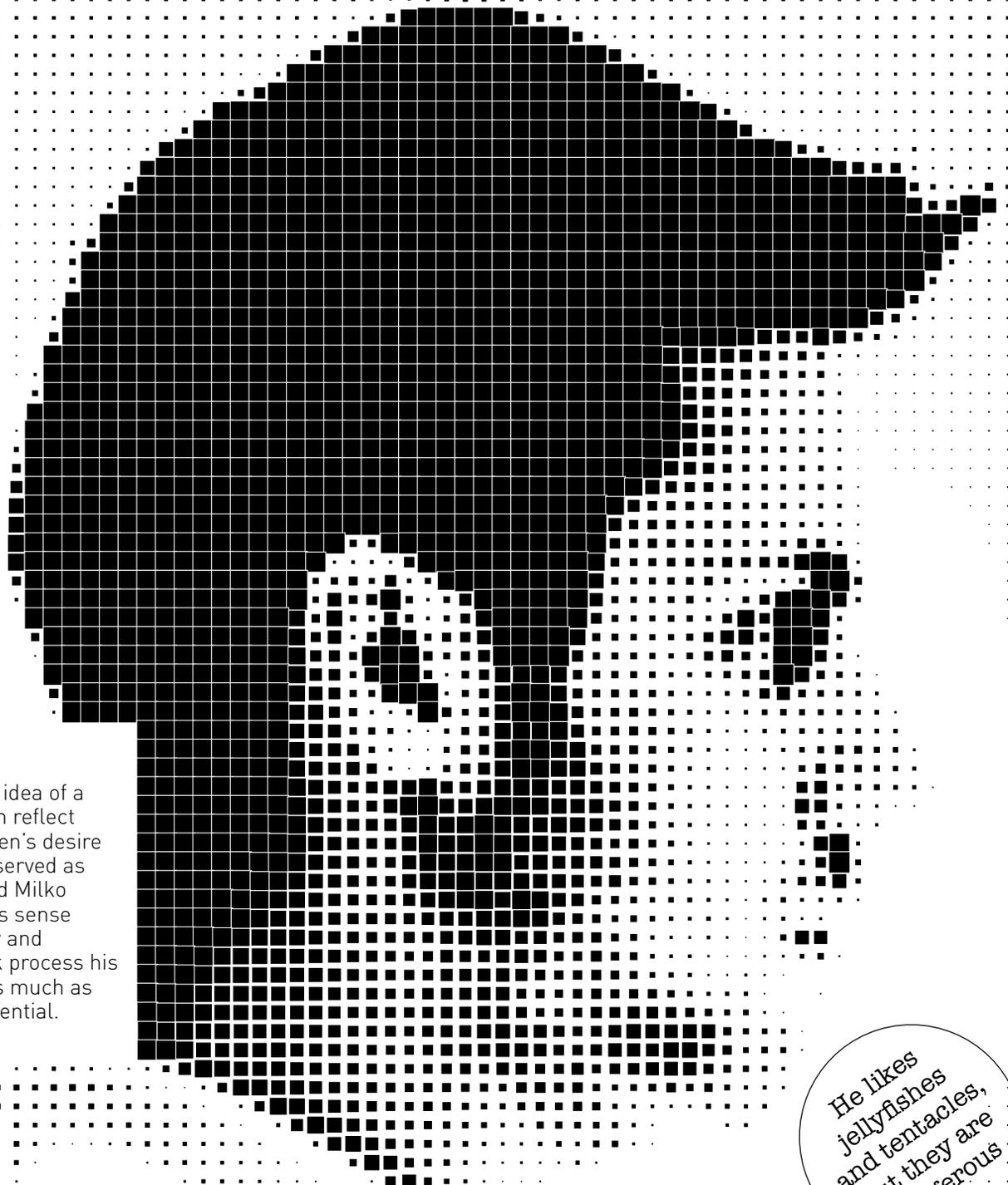
30 September 1989

Bulgarian

Krustyo Sarafov National  
Academy of Theatre  
and Film Arts

## BE VISIBLE

Milko's project embodies the idea of a series of jewelry pieces which reflect the light, fulfilling most women's desire to be seen. Glowing jellyfish served as inspiration for the shapes and Milko strived to reflect the jellyfish's sense of mystique, futuristic energy and minimalism. During the work process his goal was to clean the form as much as possible, leaving only the essential.



He likes  
jellyfishes  
and tentacles,  
but they are  
dangerous

# EWIL



# ANABELA IS

she  
collects  
beautiful exotic  
taxidermy  
birds

## ANABELA CHAN

12 March 1984

British

Royal College of Art

## LE JARDIN DU PARADIS

In nature, the most beautiful creatures are often the most poisonous, a dangerous allure of good and evil, beauty and beast. Anabela has always been mesmerized by the jewels and gems of nature. From the sculptural forms of flora and fauna to the vivid array of intense colours of insects shimmering and fluttering in unison. A compelling inimitable beauty engrained in her mind. Through an exploration of natural and man-made materials, she creates pieces of jewelry that are seducing to the touch. Much like the setting of precious stones, lustrous beetle shells and butterfly wings are intricately set in a combination of casting and etched picture frames.

# EWING



# GREGORY IS

## GREGORY LARIN

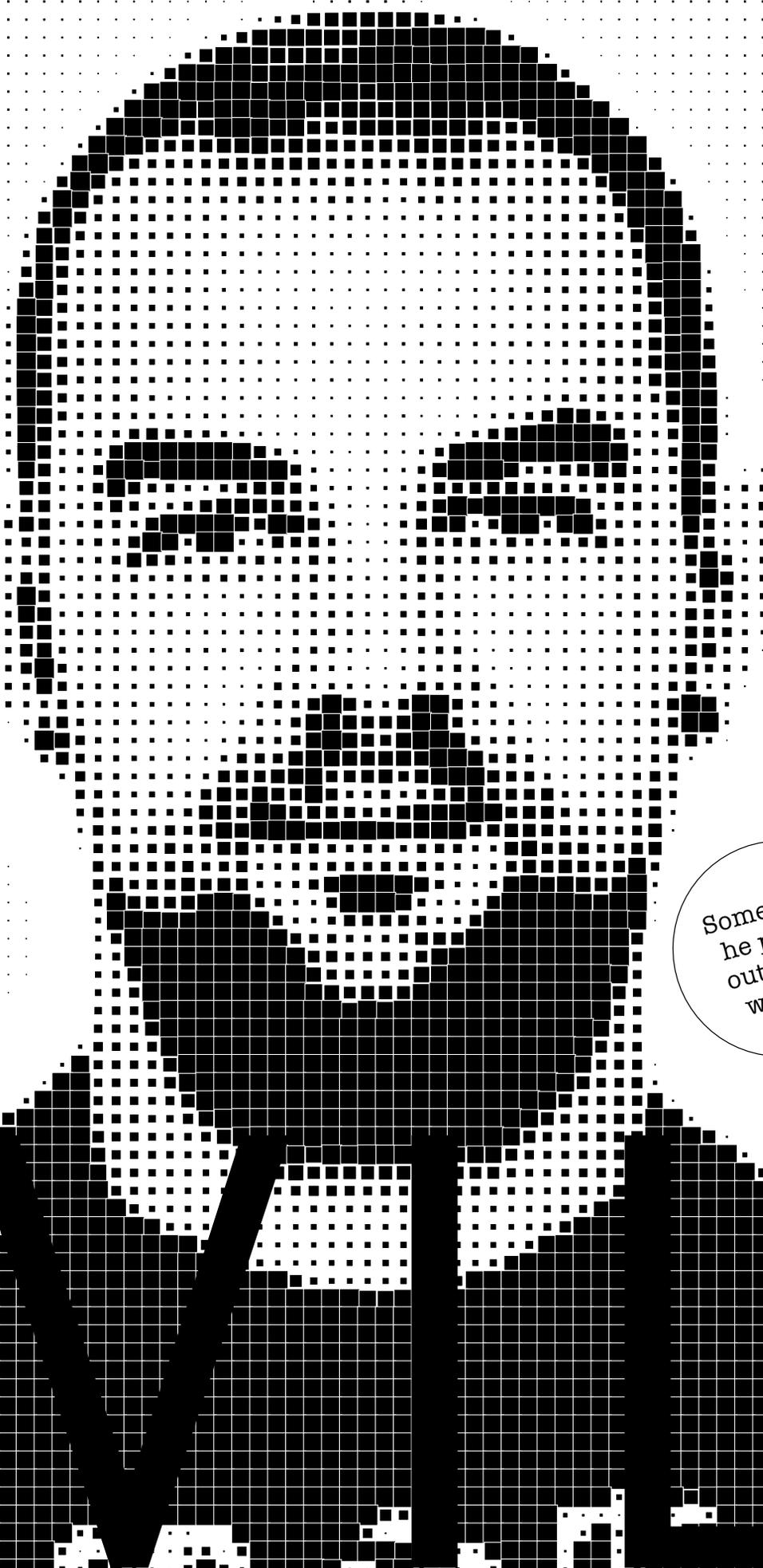
19 July 1977

Israeli

Shenkar College of  
Engineering and Design

## GREGORY STORY

The fetish culture and its clean aesthetics has influenced Gregory's collection. The forms used to create his constructions are organic, amorphous complexes developed with a special technique created by him. He incorporated traditional materials such as silver into innovative ones like epoxy among other polymeric materials. In addition he used doll parts and porcelain too. One of the major influences on Gregory's work is street culture, from punk to graffiti and hard core. He likes to deal with the extreme side of life both in his life and his creations, taking it to the edge. His work is therefore also inspired by his own life experiences and various kinds of music from metal to punk, techno and classical.



Sometimes  
he pisses  
out of the  
window



# MERAV IS

She will go  
with sandals  
even to highly  
important  
meetings

## MERAV ROTH

1 July 1985

Israeli

Jewelry Designer

### POST VIRTUAL - KINETIC JEWELRY

The new internet age is everywhere: we carry on our bodies various hi-tech gadgets that blend in our everyday lives and are drawn into these flashing screens "where it all happens". Alongside this virtual world, Merav wishes to make place for the real physical happenings, trying to turn every little gesture - a finger touching a screen, a click of a keyboard - into an attractive event. Her jewels are composed of mechanisms that respond to the motions of the fingers and hands while operating hi-tech gadgets. Each jewelry piece is placed around a certain joint, and responds to its particular movement.

# EW



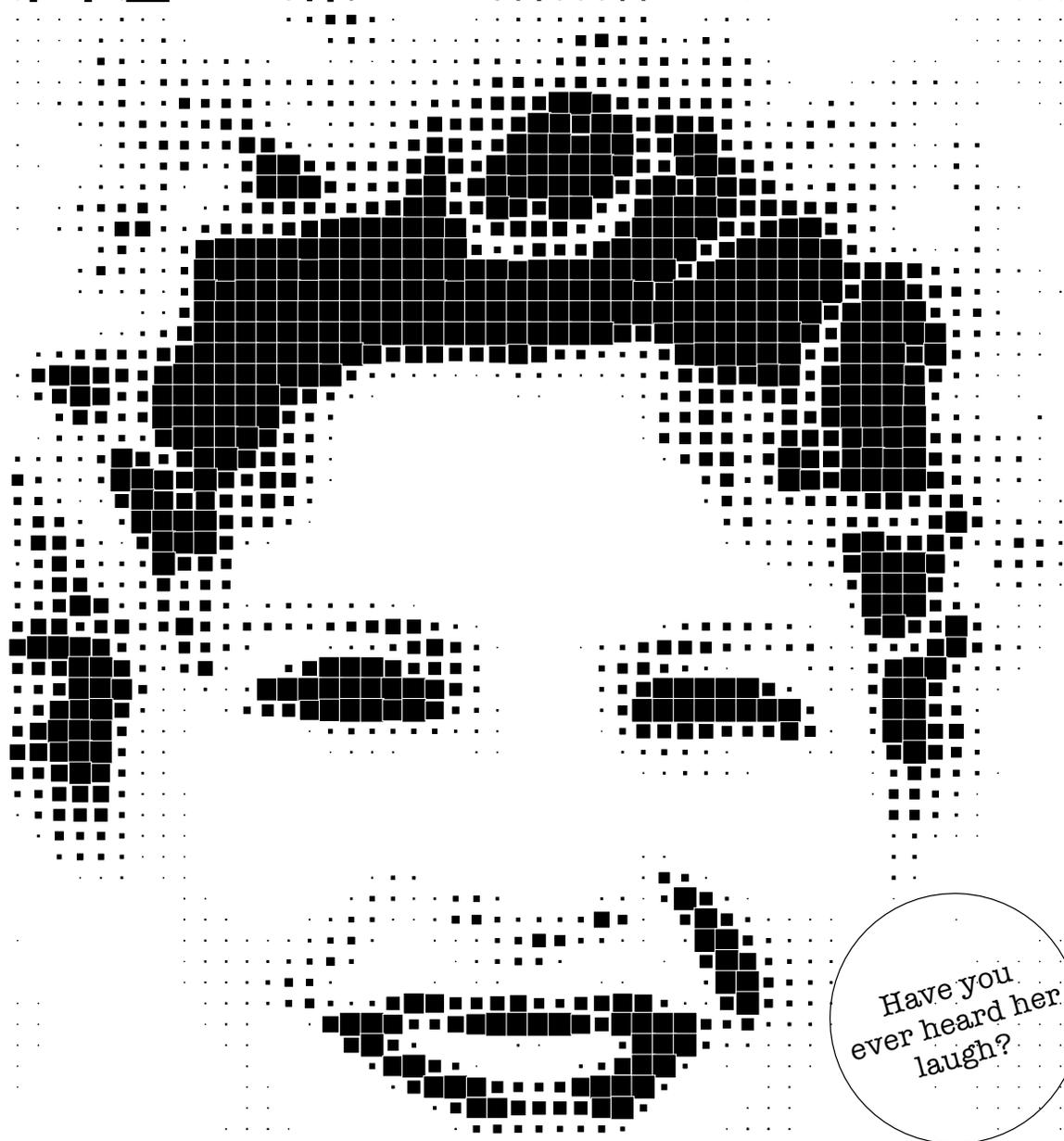
# CHARLOTTE IS

## CHARLOTTE VALKENIERS

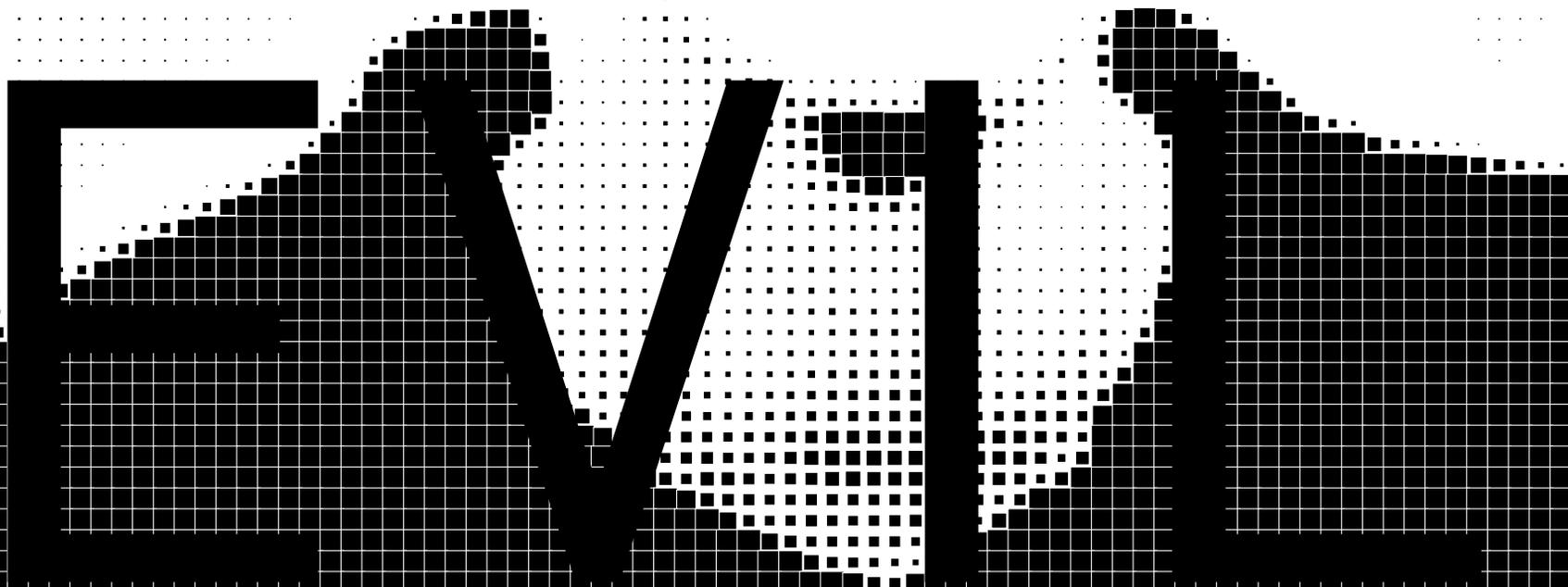
16 August 1987  
Belgian  
London College of Fashion

### DE FABRICA

Within Charlotte's practice, the human body and its intriguing build often take centre stage. Equally stimulating is her curiosity towards different materials and techniques which has always been the main inspiration and drive. Both these aspects have set the foundation for this project. Intense experimentation of the possibilities and optimization of knitted leather, as well as the manipulation of this material into shapes which remind of the human muscle structure and how it runs through the body, are the main features of this collection of eight pieces of contemporary jewelry.



Have you  
ever heard her  
laugh?





# YUANZI IS

*She likes to  
wear black*

## YUANZI WANG

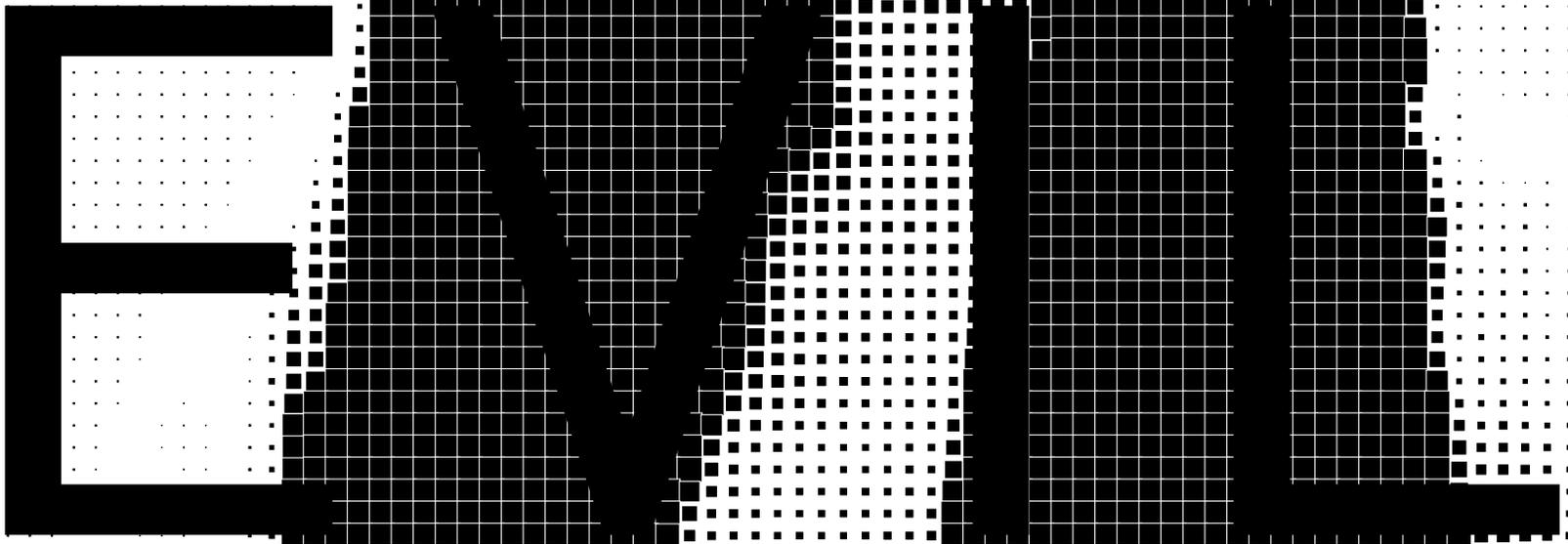
13 July 1986

Chinese

London College of Fashion

### MECHANICAL NATURE

Yuanzi Wang's original aim was to combine her industrial design background and her own interest for traditional handcraft skills to develop a series of fashion body pieces using both mechanical and natural elements. She tried to bring modern technology and traditional craftsmanship together without wanting to develop pieces for everyday use but more powerful ones, ideal for photo shoots or installation display.





# XIAO ZI

# IS

She never  
likes to get up  
early in the  
morning

## XIAO ZI YANG

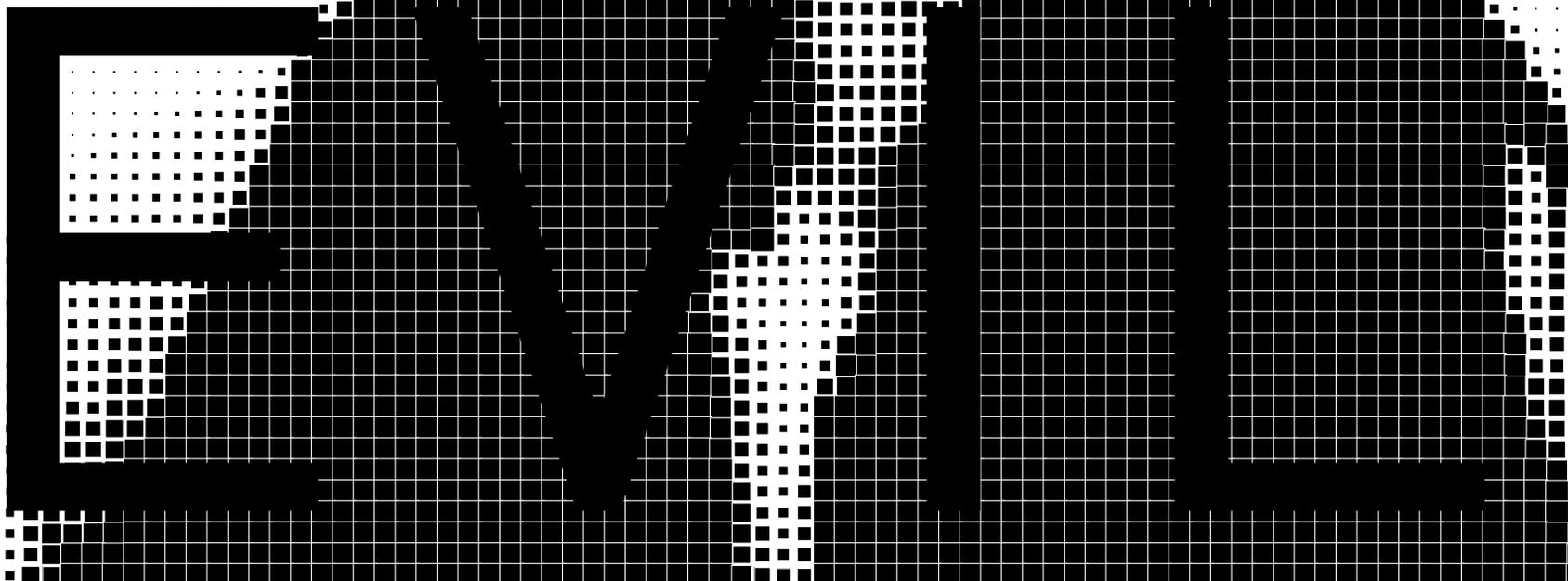
16 October 1987

Chinese

London College of Fashion

### JOINERY IN JEWELS

Xiao Zi's collection is inspired by Asian joinery which was used in timber architecture. With the refinement of Asian elements and the combination of different materials, the aim is to show the philosophy of Yin and Yang. Furthermore, her concern was to point out that human beings and the environment cannot be in conflict anymore. Each jewelry piece is composed of interchangeable parts which can be interchanged thanks to a smart construction process. They can be repaired or changed to follow the latest trend in colour or material, thus extending the lifespan of each piece.





# TIAN HONG IS

## TIAN HONG (TINA) ZHANG

18 August 1988  
Royal College of Art

### PEARL INNOVATION

As a designer Tina is interested in challenging and re-investigating traditional forms and application of pearls in jewelry. Her work explores new possibilities for traditional materials in terms of classic aesthetics and development process. She pushes the boundaries in the use of pearls by introducing innovative functions and techniques to such a decorative element, taking inspiration from simple geometries, structures and texture.

*She is  
a Chinese-  
Canadian with  
an American  
accent*

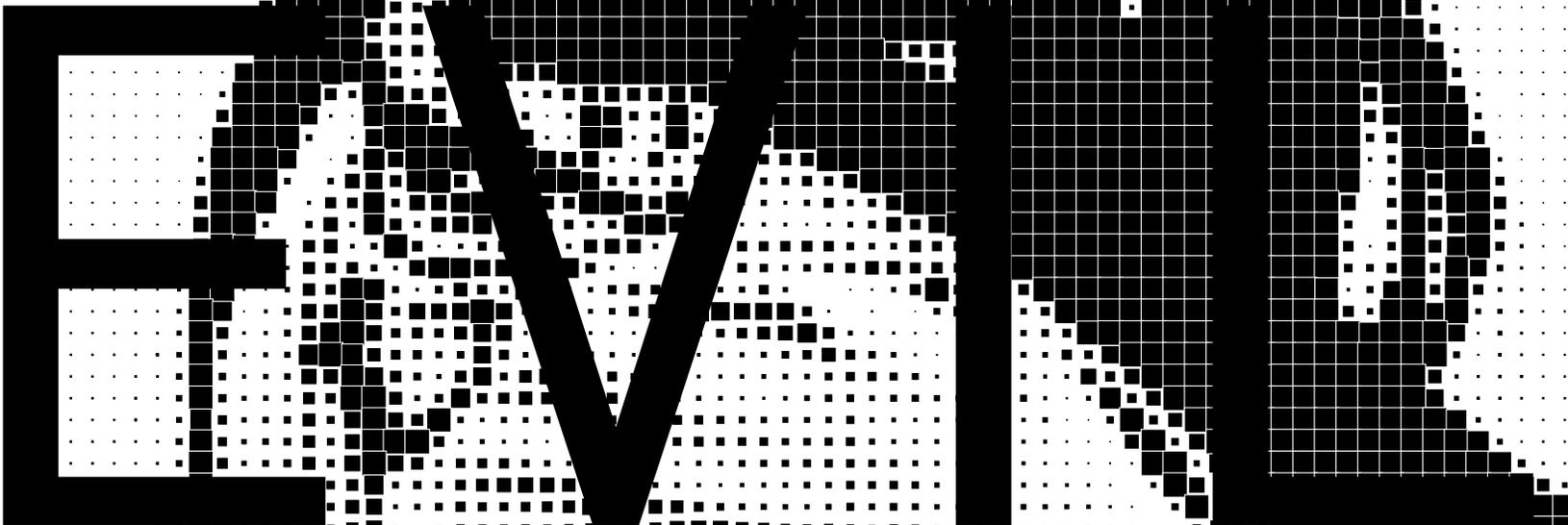




Photo by Luru Wei

# CREDITS

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Martino Pilot - Multimedia Intern  
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Reana Velicogna - Assistant to Administration  
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Irene Margon - Assistant to Press Office  
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designed by EVE Creative Office - Fabio Bressan

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