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Häufige Suchbegriffe

Baby Bloom Collezioni Color
Denim Fashion Kult Mode
Pantone View



THE LINK IS HERE: THE MOST IMPRESSIVE AND INNOVATIVE TALENT SCOUTING PROJECT FOR BEACHWEAR AND UNDERWEAR

THE LINK (Living Ideas for New Keys) is an annual talent scouting competition designed to stimulate creativity in the areas of beachwear and underwear among young students from the 100 most prestigious schools in Europe. The goal is to promote European culture and creativity through young and vibrant forces that are free of the marketing mentalities of industry and to launch a two-way rapport with the schools involved.

The project, set up under the auspices of **MAREDIMODA INTIMODIMODA** (the most exclusive international show for European fabrics and accessories for beachwear and underwear, which is held once a year at the Palais Des Festivals in Cannes), involves creating a mini-collection of beachwear or lingerie (at least four garments) using special fashion fabrics supplied to the finalists by companies participating in MarediModa IntimodiModa; for design/communications schools, it involves creating an advertising campaign or video clip about quality beachwear or lingerie in the form of fabric or as a finished item, seeking to highlight the assets of a high-quality European product.

The competition is free of charge and is open to fashion design and advertising design/communications students, as long as they are from European schools.

All the finalists will be invited to Cannes for MarediModa IntimodiModa (from 25 to 27 November 2009), where there will be an official awards ceremony during which the winners will be announced and all the finalists will be presented to the press, fashion houses and style offices. The winning projects in the areas of beachwear and underwear will stage a real fashion show celebrating their creativity, whereas the winner in the area of concept and communication will present his or her project on a jumbo screen. Everything will be documented by a photo shoot and video, and will be followed by a press release devoted to the event.

The top three in each area (for a total of nine winners) will be at the trade fair and will have a mini-atelier available to them for each area of reference (three in all) that will display the projects - just like a real showroom. This means that the offer will be even richer and more interesting. The names of the finalists will also be given a code number to simplify visitors' consultation and voting. The three winners will receive a cash prize and will participate in a special and dynamic training project in the Como area. All the finalists will automatically be invited to the ComOn circuit (creativity week, 11-18 October 2009 www.comon-co.it), participating in the initiatives being staged in Como.

More info at maredimoda.com

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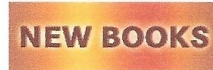
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Halle 6 Ebene 1 Nr. D 008

Running Order Show München
28.06.-29.06.2009

Bread & Butter Berlin
01.07.-03.07.2009

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Linea Pelle Bologna
15.04.-17.04.2009
Halle 25 Nr. B99/C100

Denim by Première Vision Paris
04.06.-05.06.2009

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16.06.-19.06.2009

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