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Luxury Jersey To Award Young Fashion Talents Of Tomorrow At IED "Avant Défilé" 2024: The Future Of Fashion Is Presented To The City.

Two days at Palazzo Giureconsulti in Milan, open to the public: 10 young fashion designers present their idea of fashion through static installations and live performances.

Luxury Jersey, a company founded in 2011 by Eng. Federico Boselli (son of Mario Boselli, Honorary President of the Italian Chamber of Fashion) and specialized in the production of knitted fabrics from noble fibers, will award one of the three prizes to young fashion talents of tomorrow at the IED Avant Défilé 2024, the graduate event of the IED Milan School of Fashion – sponsored by the Municipality of Milan and the National Chamber of Italian Fashion.

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The young protagonists, selected among the best graduates of the current academic year, will showcase their thesis collections in a setting that is both personal and collective, through 10 static installations and repeated live performances where the outfits come to life.

The projects address various themes, united by the highly expressive power attributed to clothing, which sometimes translates into a break with the past and childhood, and other times into the exaltation of the bond with family and places of origin, often a source of inspiration for the projects.

On Wednesday, June 26, from 12 PM to 9 PM, and Thursday, June 27, from 12 PM to 6 PM, the public is invited to freely enter the spaces of Palazzo Giureconsulti: every 45 minutes, a fashion show will take place, where the 10 collections will come to life, moving through the interior and the loggia of the 16th-century palace.

This creates a visual and emotional dialogue with the audience, who will be asked to express their preference for the three best projects.

At the end of the two-day event, on Thursday, June 27, a Press Award will be given, offering editorial coverage in collaboration with the magazine Cap 74024; a Fashion System Award, providing a supply of materials and a grant to support the winner's career, offered by the company Luxury Jersey; and a Public Award, granting the winner participation in fashion shows where IED participates both nationally and internationally.

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"It is well known that Italian fashion has always been characterized by great creativity, attention to detail, and craftsmanship. IED, rooted in this fertile chain, represents a springboard for these young people, who have learned, thanks to the preparation given by teachers of excellent caliber, not only the basic notions that drive fashion but especially the details that make the difference and have made Italian fashion an excellence in the world." comments Federico Boselli, CEO of Luxury Jersey. "On this occasion, Luxury Jersey has also contributed with the supply of its knitted fabrics for the year-end presentation of IED students. We are particularly proud to be able to contribute to the development of these young talents' creativity, who will have much to offer to fashion and contribute to the development of the entire fashion system in the future. Among the various student-designers who created these innovative garments, we have decided to award the 'best project awarded by the fashion system' to the student who stands out the most in terms of creativity. We wish him/her and all the other young designers a future full of satisfaction and well-deserved success," he concludes.