

# All the winners of the IED Avant Défilé 2024 by Modem – Posted 02 luglio 2024

IED Avant Défilé 2024, the graduate event of the IED Milano Fashion School and organized under the patronage of Camera Nazionale della Moda Italiana, took place on June 26 and 27, 2024 at Palazzo Giureconsulti and, for the second year, open to the entire city. 10 students, selected among the best graduates of the current academic year, showed their thesis collections in both personal and collective storytelling, through 10 static installations and repeated live performance moments, in which outfits came to life.

The entire external public (and not just those who work in the fashion system) has been invited to freely enter the spaces of Palazzo Giureconsulti overlooking Piazza dei Mercanti to discover new fashion talents. A visual and emotional dialogue has thus been created with different interlocutors, who have been called upon to express their preference for the projects deemed best to arrive at the awarding of a prize from the Press, the Fashion System, and the Public.

The Fashion System Award, awarded by Cavalier Mario Boselli of Luxury Jersey, went to Marco Servedio, author of the "3K" collection inspired by work on construction sites, also thanks to his worker father, and which emphasizes safety risk prevention, through uniform dresses in resistant and high-performance technical fabrics (Majotech), attentive to different physicalities and equipped with technological inserts. The Press Award, presented by Yves Tsou, editorial coordinator of the Cap 74024 magazine, went to Emma Baroni and the "Je vois encore collection" inspired by the environment and craftsmanship of the Trentino valleys. The Public Prize, awarded by IED teacher Michele Guazzone, finally went to Matteo Gagliano and his "Cicardian Rhythm", a collection that pays homage to dreams, the nocturnal, and craftsmanship.

“It is known that Italian fashion has always been characterized by great creativity, attention to detail, and craftsmanship. The IED, rooted in this fertile supply chain, represents a springboard for these young people, who

have learned, thanks to preparation given by excellent teachers, not only the basic notions that move fashion but above all the details that make a difference and which have led Italian fashion to be an excellence in the world," commented Federico Boselli, ceo of Luxury Jersey.

IED Avant Défilé is the exhibition event that offers young designers the first real platform for expression at the professional level, giving back a glimpse of Gen Z's view of the world and fashion. An important starting kickoff then, preceding the big fashion shows that will await these creatives in the future: an authentic avant défilé.

*Photo: From left: Yves Tsou (Cap 74024), Olivia Spinelli (head of fashion school IED Milano), Matteo Gagliano, Emma Baroni, Marco Servedio, Federico Boselli.*

