

THE NEXT TALENTS
ELEVEN FASHION AND DESIGN TALENTS
SELECTED BY VOGUE ITALIA AND YOOX.COM

In exhibition from February 25 - 27 at Palazzo Morando in Milan

Milan - February 24, 2016 - Vogue Italia and yoox.com, the world's leading online lifestyle store for fashion, design and art, announce one of the most important showings during Milan Fashion Week: **THE NEXT TALENTS**. The sixth edition of the project continues to sustain both Italian and international talents.

Throughout the years, the commitment of Vogue Italia through "Vogue Talents" has always gone far beyond simple photographs and helped to develop new initiatives to support talents and foster their growth. All of this was possible thanks to constant and accurate local and international scouting activities.

This year's edition will feature the inclusion of three new categories, in addition to womenswear: menswear, kidswear and design.

During an invite-only cocktail party at Palazzo Morando on February 24, the eleven selected designers will present their collections to an influential audience from across the globe.

Beginning February 24, this year's Next Talents' Spring/Summer 16 collections will be available for purchase on a dedicated area of yoox.com, offering customers from around the world the opportunity to instantly shop the collections. From February 25 and running through February 27, the exhibition will be open to the public, who will have the opportunity to view the Spring/Summer 16 and Fall/Winter 16/17 collections firsthand.

"This year we extended the designer search towards menswear, kidswear and design. I am proud of the recurrence of this project, that continues to enrich and evolve, and that for the sixth consecutive year helps new creative generations by truly supporting and promoting them," says **Franca Sozzani, Editor in Chief, Vogue Italia**.

"Our participation in the sixth edition of the Next Talents program is proof of our commitment to sustaining emerging Italian and international designers. We are proud to encourage these promising talents, and to be able to support them through yoox.com's retail platform, which gives them exposure to a massive global audience thanks to its 71 million unique users in 2015 alone. We are equally excited to bring these exceptional new collections directly to our customers, and to offer them to the world at the same time they are being debuted to the fashion and design industries," says **Federico Marchetti, Founder of yoox.com and Chief Executive Officer of YOOX-NET-A-PORTER GROUP**.

Vogue Italia and yoox.com have combined their know-how in order to select the most promising designers who display a passion and talent that will enable them to carve out a space for their collection within the industry.

In the spotlight this year:

- Eight designers that created womenswear collections - **Anouki, Lovebirds, Moon J, Paskal, Visone, Matter Matters, Laurence & Chico, Yll**
- **Luca Larenza** showcases a menswear collection
- **Petit Tribe** presents a kidswear collection
- **Chris Kabel** created a design piece

A special thank you to the partners who contributed to the event including **KIA**, one of the most dynamic brands of the automotive panorama. Avant-garde in its design and innovation, appreciated for the quality of its products and capability to create cars with a strong personality, just like the New KIA Sportage, global bestseller and style icon, which is even able surprise the Fashion Week audience.

A special thank you to additional partners **Franciacorta** for providing the beverages, **Samsung** for providing the technological devices and **Seletti** for providing the lighting.

THIS YEAR'S NEXT TALENTS SELECTED BY VOGUE ITALIA AND YOOX.COM

ANOUKI - Georgia

Class of 1989, native of Tbilisi, Georgia, Anouki Areshidze studied Fashion Design at Istituto Marangoni and founded her brand in 2013. Her fresh and fun prints' collection is composed of garments that are easily mixed and matched.

LOVEBIRDS - India

Born in 2014 by Amrita Khanna and Gursi Sing, the brand Lovebirds works with cool fabrics such as silk and cotton and recreates the concept of contemporary minimalism with flowing lines and graphic details.

MOON J - United Kingdom/South Korea

Created by designer Jay Jinhee Moon, Moon J is a British-Korean brand that has stood out for its experimentation in the use of textures and colors. Moon J has been repeatedly selected as an emerging talent by Vogue Italia and was one of the finalists of "Who is on Next Dubai?" In February 2015, the brand made its debut on the catwalks of London Fashion Week.

PASKAL - Ukraine

Julie Paskal, born in Ukraine with experience in the field of engineering and architecture, launched the brand that carries her name in 2010. Her collections are recognizable because of her use of different volumes and laser-cut technology. The SS16 collection mixes pop elements and playful colors.

VISONE - Italy

High-quality craftsmanship and functionality are the epicenter of Francesco Visone's design research, who in 2011 launched his handbag collection, entirely designed and produced in Naples. His creations express the spirit of Made in Italy, with the use of clean lines, high-quality materials and attention to detail.

MATTER MATTERS - Hong Kong

Flora Leung is inspired by Art Deco, Bauhaus, Memphis, Warhol and Hopper. She is a designer from Hong Kong that creates luxury accessories through her brand Matter Matters. Geometric shapes and vivid colors are the signature elements of her bags, scarves and enamel brooches.

LAURENCE AND CHICO - Canada

After graduating from Parsons and various working experiences in top fashion luxury companies, the design duo Laurence Li and Chico Wang founded their brand in 2015. Laurence and Chico present visionary collections where Laurence's pop illustrations become prints on dresses with a contemporary silhouette, created by Chico.

YII - Malaysia

Born in Kuala Lumpur, Yii founded the brand that carries his name from when he was just 19 years old. Simple, clean lines and prints that are inspired by the lively and sometimes surreal imagery, typical of childhood, characterize his pieces.

LUCA LARENZA - Italy

After graduating in Law, Luca Larenza started working as a designer and, in 2008; he gave birth to his menswear brand, creating boho-metropolitan knitwear and outerwear. In 2011, he was then selected amongst the finalists of the prestigious competition "Who is the Next? Uomo".

PETIT TRIBE - Nigeria

Prints are the distinctive feature of the brand Petit Tribe, founded by Nigerian Olatoun Jolaoso and created especially for children from 0 to 12 years old. Her inspiration comes from the colorful motifs of the Fulani tribe and adapted to her clothes in a contemporary collection designed by the Creative Director Joanne Jong.

CHRIS KABEL - The Netherlands

Class of 1975, from Bloemendaal, The Netherlands, Chris Kabel collaborates with product design labels, galleries and cultural institutions; his work is showcased at MoMA in New York. He invents and creates everyday objects with an artistic touch.