

THE NEXT TALENTS

From February 22nd-25th at Palazzo Morando

During Milan Fashion Week, Vogue Italia and YOOX present the seventh edition of THE NEXT TALENTS, a project created by Franca Sozzani and Federico Marchetti in 2011 to promote and support young talents, which in past editions saw the debut of many famous brands such as J.W.Anderson and Aquazzura.

The exhibition will open on February 22nd at Palazzo Morando, where the collections of ten international emerging talents, seven in the womenswear category, one in menswear, one in kidswear and one in design, will be showcased.

"Franca and I had a dream: to help young talents find their way in the fashion world. Since 2011 until today, some of the most famous designers emerged from our initiative and I am dedicating this edition to Franca, so that the dream can continue with Emanuele." **(Federico Marchetti, Founder of YOOX and CEO of YOOX NET-A-PORTER GROUP)**

This year, for the first time, each designer was asked to create an exclusive item for THE NEXT TALENTS and YOOX, inspired by the theme "10 round the clock items... for an EXTRAORDINARY day."

"I am honored to inherit this important project. The support and promotion of emerging designers is one of the fundamental values of Vogue Italia, expressed by The Next Talents project that represents the meeting point of creativity and business. I am proud and happy to start my new journey with Vogue Italia in this occasion, the new talents are a great asset to invest in." **(Emanuele Farneti, Editor in Chief of Vogue Italia)**

The selected NEXT TALENTS will present their SS 2017 and FW 2017-18 collections to an international audience during the opening cocktail reception on February 22nd. The exhibition will be open from February 23rd until February 25th, giving the public the chance to explore the future of fashion and design. In the same days, Palazzo Morando will host special talks opened to the public, which will see the participation of major players in the world of fashion and luxury.

"Supporting the new generation has always been in Vogue Italia's DNA through Vogue Talents; THE NEXT TALENTS is a project that allows the designers to have direct feedback from the market, fundamental for a brand of today to figure out in which direction to go." **(Sara Maino, Senior Editor of Vogue Italia and Head of Vogue Talents)**

The exhibition will showcase the women's clothing brand Natargeorgiou by the Greek-Cypriot duo, Dimos Natar and Andreas Georgiou; the Ukrainian brand Marianna Senchina; Brognano by Nicola Brognano and PARDEN's by Daniele Giorgio - the latter two were awarded with a special mention from YOOX during *Who Is On Next?*, a talent scouting initiative leading up to THE NEXT TALENTS, in July 2016. For menswear, Carlo Volpi, winner of *Who Is On Next? Uomo 2016* and YOOX special mention will be on display, whilst for kidswear

there is La Bottega di Giorgia, a brand by Giorgia Totaro. Representing the Accessories category: Pugnetti Parma bags signed by Filippo Pugnetti - winner of *Who Is On Next? 2016* in the *Accessories category* and YOOX special mention; Solovière's footwear by the French designer Alexia Aubert; and the jewelry collection by the German designer Xenia Bous. Design objects of the Troels Flensted complete THE NEXT TALENTS 2017.

The exhibition is made possible with the support of partners such as Audi, Huawei for the technological devices, Seletti for the lighting and illy for the coffee that will be offered from February 23rd to all those who visit the exhibition. Once again, Vogue Italia and Audi Q2 have united to share a project that looks at the aesthetics of the future and its many facets.

For the first time during the exhibition, collections will be showcased on mannequins made of bioplastic, B Plast, produced by Bonaveri, continuing to support the new creative generation.

All garments and accessories from the SS 2017 collections signed by the designers of THE NEXT TALENTS and special items created exclusively for the occasion will be available for purchase on YOOX directly at the event.

THIS YEAR'S NEXT TALENTS ARE:

BROGNANO www.brognano-official.com - Instagram: @brognano_official

CARLO VOLPI www.carlovolpi.co.uk - Instagram: @carlovolpi_official

LA BOTTEGA DI GIORGIA www.labottegadigiorgia.it - Instagram: @la_bottega_di_giorgia

MARIANNA SENCHINA www.mariannasenchina.com - Instagram: @mariannasenchina

NATARGEORGIOU www.natargeorgiou.com - Instagram: @natargeorgiou

PARDEN'S www.pardens.com - Instagram: @pardens_official

PUGNETTI PARMA www.pugnettiparma.com - Instagram: @pugnettiparma

SOLOVIÈRE - www.soloviere.com - Instagram: @soloviere

TROELS FLENSTED www.troelsflensted.com - Instagram: @troelsflensted

XENIA BOUS www.xeniabous.com - Instagram: @xenia_bous