



CAMERA MODA FASHION TRUST ANNOUNCES THE RECIPIENTS OF CNMI FASHION TRUST GRANT 2022

Camera Moda Fashion Trust is pleased to announce the recipients of the second edition of the CNMI Fashion Trust Grant. The initiative dedicated to independent, Made in Italy brands, ensures not only financial support, but also an annual business mentoring and one-to-one tutoring thanks to the Trust's prestigious network.

In December, a call for applications was launched on the CNMI Fashion Trust website to participate in the selection of new talent. Among the 70 applications received, 10 finalists were shortlisted: AC9, ACT N°1, ATXV, CHB, CORMIO, FEDERICO CINA, MARCO RAMBALDI, NERVI, SETCHU and VITELLI.

A prestigious international jury, which met on 14th March, evaluated the finalists and selected, as recipients of the CNMI Fashion Trust Grant 2022, **ACT N°1, CORMIO e VITELLI.**

Chaired by Remo Ruffini (Chairman & CEO Moncler Spa), the jury was composed of leading figures in the fashion system, among which Roberta Benaglia (CEO Style Capital), Carlo Capasa (CNMI Chairman & CNMI Fashion Trust Trustee), Umberta Gnutti Beretta (CNMI Fashion Trust Co-Founder & Co-Chair), Aldo Gotti (General Manager Modes), Riccardo Grassi (Founder & CEO RG Showroom), Luca Guarini (Editor in Chief & Creative Director Dust Magazine), Stavros Karelis (Founder & Buying Director Machine-A), Laura Lusuardi (Fashion Coordinator), Elia Maramotti (Brand Director & Member of Max Mara Fashion Group Sustainability Committee), Stefano Martinetto (Co-Founder & CEO Tomorrow), Giacomo Piazza (Co-Founder & Director 247 Showroom), Francesca Ragazzi (Head of Editorial Content Vogue Italia), Sara Sozzani Maino (CNMI Fashion Trust Board Member), Raffaele Terrone (Founding Partner & CFO Scalapay) and Warly Tomei (CNMI Fashion Trust Co-Founder & Co-Chair).

Aimed at promoting and supporting the new generation of independent Made in Italy brands, the Camera Moda Fashion Trust and the jury convened called to judge this creative talent, take into account determining factors in the selection process, including creative merit, strategic vision and attention to sustainability.

The creation of this edition of the CNMI Fashion Trust Grant was made possible thanks to Scalapay and MAX&Co., which supported Camera Moda Fashion Trust in the mentoring activity with two projects reserved for independent brands, free of charge.

Scalapay, the Italian Fin-Tech leader for Southern Europe in the Buy Now Pay Later market, as part of its Young Design Program will support ACT N°1, CORMIO and VITELLI, offering integration within the Scalapay platform at no cost for one year, as well as a mentorship programme in the areas of tech and e-commerce.

MAX&Co., the contemporary brand of Max Mara Fashion Group, will support CORMIO by offering the opportunity to create an exclusive collaboration with the brand that will involve the creation of a FW23-24 capsule collection produced and distributed in MAX&Co. stores, thus offering an

important exposure to young talent. The brand, very happy to support and collaborate with new emerging talents, will host CORMIO at its headquarters in Reggio Emilia where they will work directly with the MAX&Co. Style Office and with the Communication and Visual departments.

In addition, ACT N°1 and VITELLI will receive a financial contribution of 40,000 Euros each and CORMIO will receive a financial contribution of 15,000 Euros. For this edition the grants have been powered by Scalapay & MAX&Co.

In line with its mission, Camera Moda Fashion Trust is promoting a movement to support new fashion talents by giving them access to consolidated skills and concrete support to build their success.

CMFT

Camera Moda Fashion Trust is a non-profit organization born at the end of 2017 aiming to support in an innovative, reliable and altruistic way the new generation of designers based in Italy.

The Fashion Trust is the first philanthropic fashion community, under the patronage of Camera Nazionale della Moda Italiana (CNMI), that support the independent designers with fundraising support, tutoring and business mentoring.

The programs enable the designers to think strategically and accelerate business growth with focus on areas such as growing international footprint, digital and multi-channel strategy, merchandising and IP protection. Now, more than ever, Camera Moda Fashion Trust is committed to follow its mission in order to nurture contemporary fashion industry, by promoting businesses that are leading the way in terms of environmental and community impact.

Camera Moda Fashion Trust is chaired by the Trustee and CNMI Chairman Carlo Capasa, and co-chaired by Warly Tomei and Umberta Gnutti Beretta. The co-founders have always supported the need to protect and promote Made in Italy fashion. They believe that sustain the new generation of designers is a step toward sustainability and a fundamental value for the Italian economy.

SCALAPAY

Scalapay is the first Italian FinTech to launch the "Buy now, Pay later" payment formula. Leader of the Italian market, Scalapay lets the customer defer payment through three interest-free instalments. Scalapay is present throughout Europe in over five thousand physical stores and in the e-stores of more than three thousand brands.

MAX&Co.

Today, MAX&Co. has more than 300 retail locations and 13 online shops in 55 countries around the world, along with its own website, maxandco.com. The brand's major milestones on the international stage include entering the Hong Kong market in 1989, Japan in 1995, China in 1997 and Russia in 1998.

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