

CAMERA MODA



FASHION TRUST

CAMERA MODA FASHION TRUST PRESENTS THE NEW EDITION OF THE  
CNMI FASHION TRUST GRANT 2023  
THE FOUR RECIPIENTS OF THIS EDITION HAVE BEEN UNVEILED

Camera Moda Fashion Trust is pleased to announce the beneficiaries of the third edition of the **CNMI Fashion Trust Grant**, an initiative dedicated to independent Made in Italy brands that, thanks to this program, can access financial support, as well as a business mentoring and one-to-one tutoring path offered by the Trust's prestigious network.

The call for applications to participate in the project was launched by Camera Moda Fashion Trust on its website last December, and among the 76 applications an internal committee selected 10 finalists: **CAVIA, FEDERICO CINA, FLORANIA, FRANCESCO MURANO, MARCELLO PIPITONE, MARCO RAMBALDI, NICCOLÒ PASQUALETTI, SAMAN LOIRA, SETCHU, SSHEENA.**

The international committee that selected among the finalists the four recipients of the CNMI Fashion Trust Grant 2023 saw as Co-Chairs, **Chiara Ferragni** (CEO and President TBS Crew & Chiara Ferragni Brand) and **Elia Maramotti** (Brand Director & Member of Max Mara Fashion Group Sustainability Committee), two entrepreneurial figures who share a particular sensitivity towards the new generation of creatives.

"I greatly admire the work of enhancing Made in Italy creativity that CNMI and Fashion Trust support," says Chiara Ferragni. "Therefore, I am happy to also be able to give additional visibility to these young creatives who I hope will become the big names of tomorrow's fashion."

The committee was also composed of industry experts, including **Susanna Ausoni** (Fashion Stylist & Fashion Consultant), **Manuela Brini** (Director of Creative Talent Acquisition and Development LVMH Fashion Group), **Carlo Capasa** (CNMI Chairman & Camera Moda Fashion Trust Trustee), **Edoardo Di Luzio** (CEO & Co-Founder Underscore District), **Sylvie Freund-Pickavance** (Global Strategy & Business Development Director The Bicester Collection), **Simonetta Gianfelici** (Fashion Consultant & Talent Scout), **Umberta Gnutti Beretta** (Camera Moda Fashion Trust Co-Founder & Co-Chair), **Riccardo Grassi** (Founder & CEO RG Showroom), **Stavros Karelis** (Founder & Buying Director Machine-A), **Maria Lemos** (Founder & Managing Director RainboWave Showroom), **Laura Lusuardi** (Fashion Coordinator MaxMara), **Stefano Martinetto** (Co-Founder & CEO Tomorrow Group), **Michelle Francine Ngonmo** (Talent Scout, Visiting Prof, Event Producer, Founder & CEO Afro Fashion Association and Black Carpet Awards), **Giacomo Piazza** (Co-Founder & Director 247), **Francesca Ragazzi** (Head of Editorial Content Vogue Italia), **Francesco Ragazzi** (Founder &

Creative Director Palm Angels), **Stefano Roncato** (Editor in Chief MFFashion), **Sara Sozzani Maino** (Camera Moda Fashion Trust Advisory Board Member), **Warly Tomei** (Camera Moda Fashion Trust Co-Founder & Co-Chair) and **Dounia Wone** (Chief Impact Officer Vestiaire Collective).

On Thursday, May 25, during a meeting with the committee, the finalists presented their collections and outlined their plans for potential use of the funds. Afterwards, **the committee selected the four brands** to which, **starting in June 2023**, an **exclusive path to support their brand development** will be dedicated. The selected designers will have the opportunity to access a series of strategic consultations provided by influential personalities from the Italian fashion world, as well as financial support. Creativity, strategic planning and attention to "sustainability" are some of the main criteria applied during the selection process.

In addition to the relevant fundraising results of the CNMI Sustainable Fashion Awards, the realization of this edition of the CNMI Fashion Trust Grant was made possible thanks to **MAX&Co.**, the contemporary brand of Max Mara Fashion Group, and **Fidenza Village**, part of The Bicester Collection, both brands Patron of the Grant.

Three grants worth 40,000.00 euros each awarded to **NICCOLÒ PASQUALETTI**, **MARCELLO PIPITONE** and **SETCHU**.

**MAX&Co.** awarded an additional economic support of 15,000.00 Euros to **FLORANIA**.

"Our DNA has always led us to believe in education, respect for the environment, and support of emerging talents. We are proud to be able to promote these values together with Fashion Trust and Camera della Moda in a project, year after year, that is becoming more and more important. And as MAX&Co. we are excited to give a platform of visibility, and above all creativity to imagine and realize alternative wardrobes for a better future," say Elia Maramotti and Maria Giulia Prezioso Maramotti.

The designer chosen by MAX&Co. will have the opportunity to **collaborate on a special project** with the brand. With the grant "**The MAX&Co. Design for Change**," the MAX&Co. brand offers the grantee the know-how, resources and distribution to enable him/er to transform his/her creative vision into concrete actions for everyone's future.

In addition, all four beneficiaries will have the opportunity to receive a **customized mentoring program**, from experts at The Bicester Collection, for crucial training for the growth of their brand. Designers will also have the opportunity to **sell their creations** in a free retail space in Fidenza Village within the pop-up boutique, **The Creative Spot**, planned for 2024.

"For over 20 years, we've proudly supported the development of some of the most promising fashion talent. So we're thrilled to partner with the Fashion Trust and Camera della Moda to play our part in protecting the essence of "made in Italy" and unlock futures for today's brightest stars in the emerging Italian fashion scene by providing mentorship, retail know-how and a window to the world at Fidenza Village and across The Bicester Collection", says Desirée Bollier, Chair and Global Chief Merchant The Bicester Collection.

The CNMI Fashion Trusts 2023 Gala Dinner, to be held on Thursday, May 25 at Palazzo Parigi, will be **hosted by MAX&Co.** and will feature **Franciacorta as wine supporter.** During the evening, recipients will receive their grants in the presence of the committee, journalists, CNMI member brands and a select *parterre* of influencers.

"The future cannot ignore the new generation of creatives, which is why CNMI works alongside Camera Moda Fashion Trust to support them in the creation of focused, clear, personal and sustainable collections, and to help independent *designers* at all stages of production of their collection," says Carlo Capasa.

"Supporting the new generation of Made in Italy designers is our main mission. They are a driving force for change toward sustainability and a fundamental value for the Italian economy," comment Umberta Gnutti Beretta and Warly Tomei.

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## About Camera Moda Fashion Trust

Camera Moda Fashion Trust is a nonprofit organization established in late 2017 with the goal of innovatively, reliably and altruistically supporting the next generation of designers based in Italy.

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

The programs enable designers to think strategically and accelerate brand growth, focusing on areas such as internationalization, digital and multichannel strategy, merchandising, and intellectual property protection.

The CNMI Fashion Trust Grant is an annual initiative dedicated to independent Made in Italy brands, which thanks to this program can access financial support as well as business mentoring and one-to-one tutoring offered by the Trust's prestigious network. The beneficiaries of the previous editions are: ACT N°1, BLAZÈ MILANO, COLIAC, CORMIO and VITELLI.

Now, more than ever, Camera Moda Fashion Trust is committed to following up on its mission in order to nurture the contemporary fashion scene, especially favoring the most deserving realities in terms of sustainability and positive social impact.

Camera Moda Fashion Trust is chaired by Trustee and President of CNMI Carlo Capasa and guided by the co-chairwomen of the Advisory Board, Warly Tomei and Umberta Gnutti Beretta. The founders have always supported the need to protect and promote Made in Italy fashion, believing that supporting new generations of designers is a step toward sustainability and a foundational value for the country's economy.

## About MAX&Co.

MAX&Co., an international fashion brand, creates quality, versatile and chic garments and accessories for women of great character, both in life and in fashion.

MAX&Co. is part of Max Mara Fashion Group and is distributed online and in more than 400 stores worldwide.

## About Fidenza Village

Fidenza Village is part of Value Retail's The Bicester Collection® of Villages. Located just 60 minutes from Milan and Bologna and 20 minutes from Parma, it offers an unforgettable outdoor shopping experience. At Fidenza Village you can find the best fashion and homewear brands in one place with an exclusive selection of Italian and international brands at reduced prices. Armani, Etro, Ermenegildo Zegna, Jil Sander, Jimmy Choo, Karl Lagerfeld, Marni, Missoni, Sergio Rossi, The North Face and Vivienne Westwood are just some of the brands featured. Hospitality at Fidenza Village is five-star: services offered by the Village include virtual shopping and personal stylist and virtual personal stylist service, luxury coach service from downtown Milan, a Tourist Information Center, The Concierge hospitality service, worldwide shipping service, hands free shopping service, and for international guests, Global Blue's Tax Free Kiosk is available for immediate VAT refund. With a selection of restaurants, cafes and specialty foods from Emilia, Fidenza Village has become a "must" to spend a pleasant day out of town.

## About The Bicester Collection

The Bicester Collection is a family of 11 exclusive shopping destinations in Europe and China featuring extraordinary experiences. The Collection, created and managed by Value Retail, brings together the most discerning guests and the world's most renowned brands on a journey of continuous discovery. The Villages are located near some of the most celebrated cities in Europe and China: London, Milan, Dublin, Barcelona, Madrid, Paris, Brussels, Frankfurt, Munich, Suzhou and Shanghai. With more than 1,300 boutiques, The Bicester Collection offers guests an ever-changing selection of fashion and lifestyle brands, restaurants, pop-ups and imaginative art installations throughout the year.