

IED Avant Défilé 2024 starts: the future of fashion is told to the city

Two days at Palazzo Giureconsulti (Milan) open to the public: 10 young fashion designers tell their idea of fashion, between static installations and moments of live performance

26th June 12-21 | 27th June 12-18. Free entrance and possibility of voting for each visitor
Awards ceremony by invitation: 27th June 6.30 pm

Milan, 25 June 2024 - 10 fashion designers for 10 thesis collections and as many stories to inspire them: tomorrow's fashion talents are back in the spotlight with IED Avant Défilé 2024, the graduate event of the IED Milan School of Fashion - sponsored by Comune di Milano and Camera Nazionale della Moda Italiana - which for the second year running opens up to the whole city, from Palazzo Giureconsulti, on 26 and 27 June.

The young protagonists, selected from among the best graduating students of the current academic year, show their thesis collections in **a framework of personal and collective storytelling** at the same time, through 10 static installations and repeated live performances, in which the outfits come to life. The projects deal with different themes, united by the highly expressive (if not "subversive") power attributed to clothing, which sometimes translates into a break with the past and childhood, sometimes into the exaltation of the bond with family and places of origin, often the source of inspiration for the projects.

Thus, the theme of work emerges in the collections (with *Azione di cura* by **Alessia Ferrucci**, a designer of Filipino origin on her mother's side, which aims to ennoble the gestures of cleaners and domestic servants, or with *3K* by **Marco Servedio**, which emphasises the safety of blue-collar work and the prevention of risks, also through uniforms). The value of craftsmanship and simplicity emerges, which can be linked to the memory and comfort of home (*Je vois encore* by **Emma Baroni**) or to what is unknown, such as the night and its sensuality (*Cicardian Rhythm* by **Matteo Gagliano**). The atmospheres of techno clubbing (*Momento* by **Christian Torchia**) and gothic/horror (*Not scary* by **Filippo Ghini**) emerge from the clothes, environments from which to look at the world with less sweetness or through which to influence others' perception of us. And again, clothing is entrusted with the role of armour towards the outside world, to aim for a new beginning (*Indossando la Pioggia* by **Davide Casadei**) or that of instrument of reconstruction, overcoming one's own limits (*Icaro* by **Stefano Marra**). The 'chaos' of streetwear is reinterpreted in an oriental key, in search of peace and harmony (*Edo Yankees* by **Niccolò Mattavelli**) and technical sportswear with decorative elements, in search of a *performance wear coture* (*Round Around* by **Andrea Cella**).

"For the second time we are in the heart of Milan to launch a challenge to our graduating students: opening up with courage and responsibility to a wide audience, of acquaintances and not only, explaining - each with their own language and aesthetics - what it means to design and what lies behind the thought that is transformed, through design, into action," comments **Olivia Spinelli**, Head of Fashion School IED Milano, who also curated the artistic direction of the event. *"As a proudly Italian school, we transmit to our students a methodology that is the daughter of our culture, with an eye that is always open to exchange and intermingling and that goes beyond just work. Quoting Ettore Sottsass - from an unpublished decalogue from 1994, entitled Design: what will functional flowers look like? - 'Design in Italy is not a profession, it is a way of life'".*

THE PROGRAMME AND THE AWARD CEREMONY

On Wednesday 26 June, from 12 noon to 9 p.m., and Thursday 27 from 12 noon to 6 p.m., the entire public is invited to freely enter the spaces of Palazzo Giureconsulti overlooking Piazza dei Mercanti, to discover new fashion talents by exploring the collections on show in the 10 installations. Every 45 minutes a fashion show: in turn, the 10 collections come to life as they pass through the interior space and loggia of the 16th-century palazzo. A visual and



emotional dialogue is thus created with the public, who are called upon to express their preference on the three projects considered best to arrive at the awarding - at the end of the two-day event, on Thursday 27 June - of a **prize from the Press** (editorial coverage in collaboration with the magazine CAP 74024), **from the Fashion System** (a supply of materials and a cheque to support the career, offered by the Luxury Jersey company) and **from the Public** (participation of the winner or the winner in fashion shows in which IED will participate at national and international level).

Also welcoming visitors to Palazzo Giureconsulti is the **magazine Young Monsters issue N.4**, an annual publication - distributed free of charge for the occasion - dedicated to visual experimentation and research, founded and edited by IED lecturer Mattia Ruffolo in 2021. It is an issue produced in-house at IED Milan with projects by students in the second and third year of the Fashion Stylist course.

The new edition of IED Avant Défilé thus provides an all-round cross-section of Gen Z's outlook on the world and on fashion, representing for the young creative protagonists a first debut, preceding the fashion shows that will await them in the future: an authentic *avant défilé*.

ALL THE IED 2024 FASHION SHOWS

More than 800 graduates from the IED Group's School of Fashion are about to discuss their thesis projects and star with their collections in the Fashion Shows scheduled in June and July. Installations, performances and fashion shows become a stage ready to tell the public about the contaminations, interpretations and language of tomorrow's designers. The calendar of events opened on 10 June in the iconic La Paloma ballroom with the 20th edition of the IED Barcelona Fashioners of the World fashion show and the presentation for the first time of the IEDxCommons Impact Award. The installation Identity - curated by multidisciplinary artist Michel Comte - presented the entire IED Group at Pitti Uomo in Florence. On 26 June, IED Madrid celebrated the 30th anniversary of its headquarters in the former Jorge Juan carpentry factory, with the Fashion Show inspired by the concept celebrate the future. On 26 and 27 June, the Milan branch brings its graduate event - IED Avant Défilé - to Palazzo Giureconsulti. Finally, on 10 July the garden of the IED Rome headquarters hosts the end-of-year fashion show with the contribution also of the Schools of Design, Visual Arts and Communication, while IED Cagliari closes the calendar on 11 July with the fashion show in the spaces of Villa Satta on the occasion of the Open Day.

IED Avant Défilé 2024 has been also realized thanks to:

- **BCM - Beauty Centre of Milan**
- **Clelia Paravento, Giorgia Presicce, Sabrina Salem** (IED Fashion Stylist students) for casting direction
- **Inseta, Luxury Jersey, Majotech, Manteco, Mastrotto, Ricamificio Vanoni** (companies supplying materials and fabrics for the development of the collections)
- **Bortolomiol**

PRESS OFFICE

ISTITUTO EUROPEO DI DESIGN Fabrizia Capriati, Filippo Nardoza, Eleonora Ronsisvalle – p.r@ied.it
STUDIO TORRICELLI Maddalena Torricelli Tel. +39 02.76280433 studio@maddalenatorricelli.com