

# IED pays homage to Halston at the 080 Barcelona Fashion



**IED Barcelona student Virginia Ceruti wins the With Love Halston Fashion Scholarship. For the first time ever, the With Love Halston Fashion Scholarship is collaborating with the IED Group to celebrate its special awards event during Barcelona's Fashion Week.**

**Barcelona, 15 October 2024.- Istituto Europeo di Design** and the **With Love Halston Foundation** are collaborating for the first time in the With Love Halston Fashion Scholarship challenge; the special awards event held this Tuesday, October 15, as part of the **080 Barcelona Fashion**. And the Winner is **Virginia Ceruti** from **IED Barcelona**, who presented a look inspired in Classic Greek Mythology designed in line with Halston's aesthetic, sustainability and marketability criteria.

A jury of renowned professionals from the Fashion Industry and the With Love Halston Foundation chose the winning design from those submitted by 9 finalists representing five IED campuses (Barcelona, Bilbao, Cagliari, Milan and Accademia Aldo Galli in Como). Experts chose the winning design highlighting its flowing simplicity and timelessness.

"Her proposal represents a splendid fusion of historical inspiration and a contemporary vision that perfectly captures the essence of the revolution that Halston signified in the fashion world. Virginia has managed to reinterpret classic elements with a modern touch, creating pieces that are not only visually stunning, but also tell a story and include the criteria of sustainability and circularity, which are very present in the values of 080 Barcelona Fashion." **Marta Coca, director of 080 Barcelona Fashion.**

The aim of the With Love Halston Fashion Scholarship challenge, which the With Love Halston Foundation launched its first edition in April 2022, is to cultivate and support the next generation of creative talent, consolidating Halston's legacy, with creations hailing to the Halston designs that revolutionized American fashion in the 70s.

“Elegant, sophisticated and with a unique understanding of fabric drape, Halston redefined the New York woman’s fashion look of the time with a clean, liberated style. Participating in this challenge has been an unforgettable opportunity for IED to pay homage to Halston, one of the most iconic designers of the 20th century.” **Pilar Pasamontes, Scientific Director of the IED Barcelona Fashion School.**

During the various phases of the competition, participants cooperated with IED tutors and members of the With Love Halston Foundation, helping them create the proposals that were unveiled today in the modernist setting of the Hospital de Sant Pau, in Barcelona.

“Experts on the Halston universe gave students feedback, helping them to adapt their creations to the designer’s style. What’s more, being able to participate with other IED schools has been a very enriching experience, and we’ve seen a variety of different approaches to the challenge.” **Julia Weems, Director of the IED Barcelona Fashion School.**

The Jury awarded the prize; a \$10,000 scholarship, courtesy of the Nando and Elsa Peretti Foundation, and a Full Heart Box designed by Elsa Peretti for Tiffany & Co., courtesy of the With Love Halston Foundation.

“The With Love Halston mission is to disseminate the Halston legacy to rising design students around the world. It has been a joy and inspiration to our team working with IED Fashion Schools teams, faculty members and of course the students.” **Lesley Frowick, Co-founder of With Love Halston and President of The Halston Personal Archives.**

#### **The With Love Halston Fashion Scholarship jury:**

- Lesley Frowick, Co-founder of With Love Halston, President of The Halston Personal Archives**
- Steve Gold, Managing Director With Love Halston**
- Audrey Schilt, Creative Director With Love Halston**
- Scott Vogel, Chief Financial Director With Love Halston**
- Sandra Blumberg-Beatty, Artist, friend and client of Halston**
- Marta Coca, Director of O80 Barcelona Fashion Week**
- Hanan Besovic, Fashion Critic @ideservecouture**



The winner of the challenge, Virginia Ceruti, IED Barcelona student, and her look inspired in Classic Greek Mythology.



From left to right: Agustí Valls, General Director of IED Spain; Pilar Pasamontes, Scientific Director of IED Barcelona Fashion School; Julia Weems, Director of IED Barcelona Fashion School; the winner look; Brook Drummond, With Love Halston Associate; Lesley Frowick, Co-founder of With Love Halston and President of The Halston Personal Archives; Virginia Ceruti, the winner, IED Barcelona student; Laura Cornejo, Senior Curator of The Nando and Elsa Peretti Foundation and Andrea Marchesi, director of IED Barcelona.

**The nine finalists designs:**



**Li Chein - IED Milano.**



**Rosemaria Simonetti - IED Milano.**



**Martina Serra - IED Cagliari.**



**Elisa Gaminossi - Accademia di Belle Arti Aldo Galli - Como.**



**Anna Serra - IED Cagliari.**



**Martina Serra - IED Cagliari.**



**Rachel Mancini - IED Cagliari.**



**Gaizka Albizu - IED Kunsthall - Bilbao.**



**Virginia Ceruti - IED Barcelona.**

## **IED - ISTITUTO EUROPEO DI DESIGN**

IED is an international Group, the largest Higher Education Network in the creative field to have maintained a global outlook and a deeply Italian cultural matrix, since 1966. IED is a network that spanning with 11 campuses over 3 countries, Italy, Spain and Brazil. In Italy IED works through the parent company. In 2022 it was transformed into a Benefit Company, in order to formalize a positive impact on society and on the planet. IED is an inclusive, transdisciplinary school that uses design as a universal language for change.

Every year, IED launches innovative educational projects in the fields of study of Design, Fashion, Communication and Management, Arts and Restoration and Visual Arts, developing forms of learning and new models for interpreting the future. The IED Group's educational offer includes Undergraduate courses (First Level Academic Diplomas, Título de Grado en Enseñanzas Artísticas Superiores de Diseño, Diploma de Bacharelado, BAH and IED Diplomas), Postgraduate courses (First Level Master and IED Master) and Continuing Education Courses. IED relies on a network of more than 3.000 lecturers, active in their respective fields of reference, with whom it collaborates continuously to ensure the perfect performance of the training activities of its locations.

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