

Media information, June 2005

Fashion Unlimited

Fashion from the space beyond national borders

Which place is more appropriate to bring creative fashion concepts together from New York, London, Paris, Milan, Barcelona, Amsterdam, Moscow, Hong Kong and New Delhi than the space beyond national borders, the internet? Since 1996 fashionoffice.org devotes itself to the intercultural exchange of innovative fashion design. This year designers have taken part in the Triumph International Fashion Award from around 45 nations worldwide with more than 700 fashion designs.

The **profile of the** prototypical participating designer: educated at famous fashion schools like **Central St. Martin's School in London, Domus Academy in Milan** or **FIT in New York**, and worked for **Dior, Christian Lacroix, Donna Karan, Vivienne Westwood**, etc.

The submitted fashion drawings and concepts for the Triumph Award show the great variety and **richness of our world's cultures**. Surprising new variations of this year's theme "Pin-up" demonstrate not only a wide spectrum of innovative design: the submissions for the **Triumph Award make evident that the development of new fashion concepts is not restricted to the traditional fashion hot spots**.

The excerpt from the fashion schools of the Triumph Award participants gives an impression about the possibilities of the internet to emerge cultural variety:

- Central Saint Martins School of Design, London
- FIT, Fashion Institute of Technology, New York
- Polimoda, Florenz
- Domus Academy, Mailand
- Shenkar Schule, Tel Aviv
- Moskauer Textilakademie
- Hungarian University of Craft and Design, Budapest
- Institute of Modern Knowledge, Fashion Design, Belarus
- Fashion Design CITEX, Portugal
- Modedesign, Hochschule für Gestaltung und Kunst Zürich
- Fashion and Textile Department in Hong Kong Polytechnic University
- E.N.S.C.I. École Nationale Supérieure de Création Industrielle, Paris
- Modedesign, Hochschule für Kunst/Design, Halle
- University of Applied Arts, Prague
- Universität für angewandte Kunst, Wien
- Universidad Autonoma del Caribe, Kolumbien
- Mode-Design „Gerrit-Rietveld-Academie“, Amsterdam
- Modeschule AMD in München
- Akademie JAK Modedesign, München
- Fashion Design Department of "La Cambre" in Brussels
- FHTW Berlin
- EVTEK- Institute of Art and Design, Finnland
- Modekolleg Holzenbecher, Stuttgart
- Modefachschule Sigmaringen
- Höhere technische und gewerbliche Bundeslehranstalt (Fachrichtung Mode und Bekleidungstechnik) Innsbruck
- Danish Design College, Kolding
- Fachhochschule Niederrhein, Mönchengladbach
- University of Textile and Fashion Design, Ljubljana-Slovenija
- College of Art, Bremen
- Kerschsteinerschule (Berufskolleg für Mode), Stuttgart
- Felicidad Duce School, Barcelona



Fiorenza is the designer label of the sisters Patrizia and Samanta Fiorenza. Both have studied at the Central St. Martins School in London and have their own studio in Venice now; Samanta designs jewellery, Patrizia creates fashion. Fiorenza's fashion concepts for the Triumph Award connect the worlds of jewellery and fashion in a surprising and organic way.

They were selected by an expert jury among more than 700 submitted fashion drawings into the circle of the "7 Selected Designers" of the Triumph International Fashion Award 2005.

(C) Fiorenza/Triumph International Fashion Award 2005

- Modekollege Herbststraße, Wien
- Modeschule Krems, Österreich
- National College of Arts & Craft, Krakow
- Ascola School of Design, Tel Aviv
- Technische School voor Mode en Kleding, Amsterdam
- Modeschule Hetzendorf, Wien
- Fashion Design, Technology College, Israel
- HBLA Ebensee, Österreich
- Accademia Internazionale dell'Alta Moda e d'Arte del costume KOEFIA, Roma
- Frankfurter Schule für Mode und Bekleidung, Deutschland
- Design Ingenieur Mode, Hochschule Niederrhein
- HTL für Kunst und Design, Linz
- Fashion Design, Beijing Institute of Clothing Technology
- Mason Gross School of the Arts of Rutgers University in New Jersey, USA
- Mode-Design, HFG Pforzheim, Deutschland
- Fashion Design at Art Academy of Latvia
- HBLA Michelbeuern, Wien
- Fashion Design in lahti polytechnic, muotoiluinstituutti, Finnland
- Product Design at Academy of Fine Arts, Sarajevo
- Fashion design at the European Institute of Design, Rom
- Hochschule für Angewandte Wissenschaften, Hamburg
- Grafton Academy of Dress Design, Dublin

Since the beginning in 2004, the **Triumph International Fashion Award** has achieved high **international reputation**. This fashion design award started in the heart of Europe and has received with its designers an enormous media coverage from the **Vogue**, the **New York Times**, the **i-D Magazine**, the **Washington Post** and the **greatest Asian design festival "Design Festa"** in Japan.

The **winner** of the **Triumph International Fashion Award 2004** was the New Yorker designer **Mary Jo Diehl** with her label **"House of Diehl"** whose stylish art-work has been exhibited in the **Massachusetts Museum of Contemporary Art**. Her fashion recently appeared in the David LaChapelle directed "Rich Girl" video for Gwen Stefani. The two finalists of the Award 2004 are Aleksandra Paszkowska with her label "Y-dress?" from Brussels and Elodie Sturniolo, student at the „Haute Ecole d'Arts Appliqués" in Geneva.

Europe's largest lingerie manufacturer and one of the leading garment maker worldwide Triumph International provides the Fashion Award 2005 together with fashionoffice.org with prizes and extensive international promotions representing a value of 100.000 Euro.

This year's theme of the Triumph Award is dedicated to the glamour of the golden times of Hollywood: **"Dress up the Pin-up for a glamorous party"**. The innovative inspirations for a brand new and spectacular appearance for the timeless female icon "Pin-up" by the "7 selected designers" are presented in www.fashionoffice.org/triumph for the **public voting till 20 July 2005**:

- **Barbara Joana** (Portugal)
- **Fiorenza** (UK/Italy)
- **Karisma Costumes** (Germany)
- **Lim Bee Lean** (Malaysia/Singapore)
- **Magdalena Seifried** (Austria)
- **Rafael Gomes** (Brazil/Germany)
- **Susanne Zaspel** (Germany)

Everyone who votes has the chance to win a piece of the new Triumph International collections (for women and men)!

More information about the Triumph International Fashion Award 2005: www.fashionoffice.org/triumph

Photos and text about the collections of Triumph International: www.triumph.com/press

Photos and text about the „7 Selected Designers" of the Triumph International Fashion Award 2005: www.fashionoffice.org/triumph/press

Contact for interviews, more information:

Dr. Karin Sawetz, fashionoffice.org, phone +43.1.76985-101, email home@fashionoffice.org