



Who is on Next? 2021 live and online, the project that honours the fashion of the future

The seventeenth edition of “Who is on Next?”, the project that honours the talent of young Italian creatives, saw the return of an audience of fashion professionals in attendance – even if with some limitations. The exciting ceremony was also live streamed through Altaroma’s digital platform and thus followed by people from all over the world.

“Who is on Next? is a unique opportunity to allow new-generation brands to showcase their creations in front of a jury of Italian and international experts – comment Simonetta Gianfelici and Sara Sozzani Maino – Also on behalf of President Silvia Venturini Fendi, we would like to thank the entire jury of this 2021 edition, which was made possible thanks to the support of the Region of Lazio and the Chamber of Commerce of Rome. With their efforts, these institutions support the growth of made-in-Italy production and the young creative entrepreneurs working in our country.”

The absolute stars of the initiative were the designers: Alessandro Vigilante, ATXV, CTRL+Z, Gentile Catone, Id-Eight, Italian Family, KOBF - Kidsofbrokenfuture, Marcello Pipitone, Marco Trevisan, Niccolò Pasqualetti, Piferi, Simon Cracker. They were assessed by a jury of eminent figures from the world of publishing, distribution and fashion, in person and connected remotely. The goal of the initiative is to promote new talents, their innovative experimental approach to design, sustainability, artisanal traditions and the excellence of well-made Italian products.

The jury was formed by: Paul Andrew (Designer); Laird Borrelli-Persson, (Archive Editor at Vogue US); Manuela Brini (Director of Creative Talent Acquisition and Development at LVMH Fashion Group); Carlo Capasa (President of the Camera Nazionale della Moda Italiana); Emanuele Farneti (Editor in Chief of Vogue Italia and L’Uomo Vogue); Simonetta Gianfelici (Fashion Consultant & Talent Scout, Head of Project “Who is on Next?” at Altaroma); Umberta Gnutti Beretta (Mentoring Fund - Camera Moda Fashion Trust); Aldo Gotti (General Manager - MODES); Stavros Karelis (Founder of MACHINE-A); Tasha Liu (Catalyst Scouting and Founder of Labelhood); Sara Sozzani Maino (Deputy Director of Vogue Italia, Head of Vogue Talents and International Brand Ambassador for CNMI); Marco Mantellassi (CEO of Manteco); Suzy Menkes (Fashion Critic); Vania Miranda (Mentoring Fund - Camera Moda Fashion Trust); Raffaello Napoleone (CEO of Pitti Immagine); Luca Rizzi (Pitti Tutoring & Consulting Director); Warly Tomei (Mentoring Fund - Camera Moda Fashion Trust); Matteo Ward (Sustainable Activist - Wrad Living) and Silvia Venturini Fendi (Creative Director at Fendi and President of Altaroma).

The top three designers who won Who is on Next? 2021 are **ATXV** by Antonio Tarantini, **Niccolò Pasqualetti** and **Piferi** by Alfredo Piferi.

Altaroma and Vogue Italia will assign the **FRANCA SOZZANI AWARD** to the top three designers, giving them visibility on Vogue Italia. Furthermore, the winning designers will meet experts from the organizations to receive support and guidance. In addition, Altaroma will invite all the finalists and the winners of the 2021 edition to participate in Altaroma January 2022. The Camera Nazionale della Moda Italiana will invite the winners to present their collections during Milano Fashion Week Men’s Collection in January 2022 and Milano Fashion Week Women’s Collection in September

2022. This edition also includes an important fundraising initiative promoted by Altaroma, Camera Nazionale della Moda and Camera Moda Fashion Trust, thanks to which the three winners will receive € 15,000.00 for the growth and development of their brand.

The Pitti Tutoring & Consulting Prize, which is part of the Franca Sozzani Award, went to the menswear prêt-à-porter collection by **Italian Family** and to the sustainable accessories by **ID_Eight**. The two designers will thus benefit from a 6-month mentorship programme.

A new addition to “Who is on Next?” is the Manteco Award, promoted by the textile company of the same name, which was founded in Tuscany in 1941 and which is now a world leader in the production of luxury fabrics and sustainable practices. With this award, the company will support designer **Alessandro Vigilante** by supplying its high-quality fabrics for the creation of the fall/winter and spring/summer collections.

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