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CREATIVELY CONNECTING TODAY WITH TOMORROW

YKK, an internationally-recognised fastenings producer, gives young talent the chance to shine through ITS#ACCESSORIES.

YKK, a company that has made a name for itself internationally as a premier producer of both traditional and innovative fasteners for clothing, is once again promoting the growth and the development of young creative talent through two special awards offered at the ITS#FIVE international creative platform, now arrived at its fifth edition.

YKK partners ITS#ACCESSORIES and helped create the first award dedicated to accessories because it wants to encourage young people to express their creativity through accessories, paying special attention to the use of YKK fasteners.

For the competition, students from around the world were asked to unleash their creative potential by designing a series of accessories for footwear, softwear (belts, hats, bags) and hardware (glasses, jewellery, metalwork), that will be featured during the event which will be held in Trieste, Italy from 13th to 15th July.

This emphasis on supporting and fostering young creative talent is a reflection of YKK's firm belief in the importance of encouraging young designers, a belief that has led the company to create and establish many funded projects together with design schools and emerging stylists from all over the world. The ITS#ACCESSORIES award is in some ways the culmination of this belief: a chance for YKK to help the whole world see just what wonderful things today's young designers are capable of creating for the fashion industry. In addition, it is a demonstration of what a creative mind can realise when stimulated by a versatile product.

After a selection process involving schools from all over the world, just eleven finalists were chosen to compete for ITS#ACCESSORIES where they will see their creations displayed in the marvellous setting of the "Wood of the Accessories".

The "path" in the wood comes from the dream of a girl who travels hanging on the wings of a creation that will bring her into a medley of images and sounds until a sweet awakening into the arms of that creation for so long waited for and now finally come true.

An enchanted woodland where bags, hats, shoes and jewellery are fused with imaginary nature and where they bring to life the dreams of young designers who "dress up" in original ways flowers, metal arboreal and trees with fantastic accessories. The three worlds of fashion, accessories and photography are expressed in a surrealistic way represented by the dream that accompanies the visitor through a journey that passes from the "wood of the accessories", into "a room with a piano" which is dedicated to photography until finally arriving at the fashion catwalkthree dimensions joined together by a creative thread, that are then linked to unique awards.

Kei Kagami, the architecture/designer YKK has been collaborating with for many years, will be a special member of the jury and will be handing out the YKK award during the closing ceremony after the fashion show on the evening of July 14 in Trieste.

Thanks to his knowledge of YKK products and moreover to the experience reached in the course of his years in the fashion and accessories worlds, he has given a meaningful contribution, together with all the other jurors, to the choice of the projects that will be displayed at the final.

The students' accessories will be appearing at YKK booths during the following international fairs: Istanbul Fashion Festival, Istanbul 3/5 August 2006, Moda In, Milan 12/15 September 2006, Mod'Amont 19/22 September 2006.

A further sign of fastening technology at the service of creativity.

YKK in partnership with DIESEL

The bag “an icon of the ITS contest” has once again been produced to give to all participants attending the event. This year Diesel creativity merges with YKK innovation in a bag designed by the ITS#FOUR finalist David Alberti. The bag is a symbol of the importance both companies place on giving young talented designers a chance to express themselves. A precious gift indeed!



THE AWARDS, THE JURY, THE WINNERS

A high calibre jury selected and rewarded the young winners of the three categories: fashion, accessories and photography.

The fashion and accessory jury included:

Raf Simons, fashion designer & creative director of Jil Sander; **Wilbert Das**, creative director of Diesel; **Cathy Horyn**, fashion critic New York Times; **Elisa Palomino**, Head of John Galliano Studio; **Agnes Barret**, Head of Maison Martin Margiela Studio; **Maria Luisa Poumaillou**, Maria Luisa Boutique ; **Maria Luisa Frisa**, curator, journalist & director of Fashion Design department at University IUAV, Venice; **Kei Kagami**, fashion designer; **Valentina Maggi**, Floriane de St. Pierre; **Deanna Ferretti**, Maglificio Miss Deanna; **Marcus Wilmont**, winner of collection of the year at ITS#FOUR; and **Barbara Franchin**, Director & Project Supervisor of EVE/ITS#FIVE.

.....and the winners are.....

Accessories Collection of The Year Award (10.000 €) :

IMAGE

Images of the finalists **YKK accessories'** will be available upon request. Please use contact details as above. In the UK please contact CUBE
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