

Talent, knowledge and know-how: welcome to i-SKOOL™, the new cutting-edge project promoted by iSKO™ and partners together with leading European design schools.

iSKO™ and partners presented at Denim by Première Vision an initiative supporting tomorrow's designers-to-be, for an award in the name of innovation and creativity.

Outstanding partners: Denim by Première Vision and Lenzing,

Exclusive supporter: MOLESKINE®.

Talent is the shining premise for **creativity**, the soul of fashion. Its driving force and reason for being. But talent alone isn't synonymous with success: it needs **inspiration, training, drive. Education** is indeed the keystone of innovation in fashion: giving young talents the tools to succeed.

Up to now, **denim** still remains an "art" that's not so easy to be taught as real expertise, but it's important to **invest in the essential platforms where knowledge and expertise are shared and transmitted to young creative talents**, because they do not only re-present an existing asset, they actually create something that is new and unique.

This is the firm belief inspiring **i-SKOOL™**, the out-of-the-box project involving some of the most important **design schools in Europe** in a "talent award" for students, aimed at stimulating the expression of creativity while learning how to industrialize ideas. **iSKO™** indeed, together with those who are leading players of the industry, deeply believes in the **importance of schools and universities to train prospective experts in denim design**, and is **eager to put its knowledge at the disposal of young generations and of the fashion system**, letting talent take shape and thrive.

The European design and fashion schools involved are among the most renowned at global level, based in key regions for denim as well: **Istituto Marangoni** from Italy, **ESMOD** München from Germany, **Istanbul Moda Academy** from Turkey, **University**

of the Arts-London College of Fashion and University of the Arts-Chelsea College. Each of them strongly believes in the potential of the project as an instructive initiative about the value chain, and they are glad to give students a unique opportunity to collaborate with specialists of the sector, making available the their teachers' valuable knowledge for the industry in a **successful synergy**.

The promoter of the initiative is **iSKO™**, the largest denim producer worldwide, which has asserted itself over the years as leading interpreter capable of relentlessly driving market standards ahead and promoting the culture of the sector with exceptional initiatives for the creative contamination between different partners along the value production chain. **Creative Room™** is the **Italian iSKO™ specialized center for design and style research**; thanks to Creative Room™ and the Art Director **Massimo Munari**, ideas, inspirations and solutions are made available to the market, combining pure creativity with the ability to fully enhance the potential of fabrics.

Everything in **i-SKOOL™** will be backed by a “**collective**” **approach**, enriched by all contributions from the various players that will take part in the project. In particular, it's promoted by **Denim by Première Vision**, fostering the evolution of new talents and visions on different markets, and **Lenzing**, owner of the **TENCEL®** and **MODAL®** brands; also the **top value chain of iSKO™** will be a protagonist of the process, from fibers to textile chemical treatments – with the player **Nearchimica** – to laundries and garment makers, giving a huge added value. In addition, the project will se the special support of **MOLESKINE®**, the brand bringing back to life the legendary **notebook used by artists and thinkers** over the past two centuries, a tool where the **creativity** of talented students **begins to take shape** through hints and sketches, making the **development from a white blank to a real garment** possible.

Now, a close overview on the project. **Four moods** and **an endless world of interpretation** through the **most advanced iSKO™ fabrics** will try students' creativity out for creating their best visions: not only jeans but **total looks in denim**, from creative fashion-plates and paper patterns to actual implementation. **Creative Room™ will lead the operational part of the project**, following schools and students through the industrialization of their creations, bringing their creative moods

to life and letting creativity become reality. Students and tutors will also have the possibility to attend a **Fit&Washing seminar organized by iSKO™**, an occasion to experience the excellence of the value chain first-hand and share impressions on the projects. At the end of the Academic Year, a jury will award prizes to the best creations and developments.

“**Education** is the fundamental vehicle to shape talent, knowledge and know-how in denim as well”, says **Marco Lucietti, Marketing Director at SANKO/iSKO™ division**. “iSKO™ has the pleasure to launch this **edition zero of the i-SKOOL™ project** to support in first person these young talents together with overall cultural enhancement, to make today’s inspirations become tomorrow’s ground-breaking innovations”.

All the details of the project have been disclosed during a **very largely attended press conference** that took place at **Denim by Première Vision**, on November 27th. The partners have explained their vision and expectations. Alongside with **Marco Lucietti**, marketing director at SANKO/iSKO™ division, and **Chantal Malingrey-Perrin**, Denim by Première Vision director, there were some representatives of the school involved: **Diana Murek**, from the Istituto Marangoni (Milan) **Ingo Brack**, from ESMOD (Munich), **Raf Stesmans**, from the Istanbul Moda Academy, **Lorna Bircham** and **Alanah Cullen** from the Chelesa College of Arts and **Claire Swift**, from the London College of fashion.

All of them highlighted the importance of **education to convey experience and know-how** to the young designers-to-be, and explained the philosophy behind such an innovative concept: a firm belief that only **a collective approach may lead to the success**, and that the **true inspiration for creativity and innovation** always comes **from the crossover of ideas and talents**.

iSKO™

A leader in the production of denim fabric technologies on global scale, iSKO™ is a company

belonging to SANKO holding. With its wide range of innovative textile products and technologies aimed at satisfying the most diverse needs in the denim sector, ÍSKO™ is focused on the high end of the market. ÍSKO™ has offices in 35 countries throughout the world.

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