



**PRIZE**  
**GIULIACARLA CECCHI**  
International Competition  
Tenth Edition

To recall the spirit, the style, the competence, the rigour, the transformation capacity of both materials that of the manufacturing techniques that have distinguished the work by GIULIACARLA CECCHI proclaims the tenth competition aimed at young creatives, designers of women's fashion who, with innovative ideas, can imagine and, in the future, create clothing, fashion and style for the contemporary woman.

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## HOW TO PARTICIPATE

- The competition is open to all creatives specialized in the WOMEN'S FASHION sector between the ages of 18 and 28.
- Participation in the contest is free.
- The candidate will present his unpublished project on: ***"research, elaboration and transformation of a noble or technological or eco-sustainable fabric into a high fashion creation"*** **by 1 September 2024** proposing his idea complete with sketches, indicative report of the realization process and any executive drawings.

## GIULIACARLA CECCHI'S MAISON AWARD FOR THE SELECTED

- **Hospitality** for the night of November 13 in a double room for single use at the Embassy Hotel, Via Jacopo da Diacceto, 8, Florence [if accompanied, the difference will be charged to the guest]
- **Atelier Giuliacarla Cecchi**, 14 November at 10am, via Jacopo da Diacceto 14, collective conversation with Pola Cecchi and the partners. Afterwards, lunch together.
- **Cash prizes** from the Giuliacarla Cecchi Study Center

**1<sup>st</sup> place: 1.500,00 euro**  
**2nd place: 1.000,00 euro**  
**3rd place: 500,00 euro**

## REGULATION

1. All creative young graduates of art high schools, upper secondary schools, and graduates of university courses, both public and private, specialized in the WOMEN'S FASHION sector between the ages of 18 and 28 can compete for the Award. Participation in the prize is free.
2. The event will take place on **13 November 2024 in Florence at 18.00** at the Sala d'Arme, Palazzo Vecchio granted by the Municipality of Florence which sponsors the competition.
3. Each participant in the Competition can present a "capsule collection" (from 3 to 5 outfits) tending to specify the value, the meaning, and the possible application of creative thinking. It is requested that, when the projects are sent, a page is dedicated to each outfit in addition to the one with the complete "capsule collection".
4. The presentation of the outfit at the fashion show of the ten nominees must conform to the drawing/sketch chosen by the jury which will be screened.
5. The theme of the competition is: "research, elaboration and transformation of a noble or technological or eco-sustainable fabric into a high fashion creation".
6. The works in the competition must be received by 1 September 2024, both in paper and electronic form, at the Competition Secretariat in one of the two ways:
  - a) ordinary mail to: Premio Giuliacarla Cecchi, Via Jacopo Da Diacceto 14, 50123 Florence
  - b) e-mail to [premiogiuliacarlacéchifirenze@gmail.com](mailto:premiogiuliacarlacéchifirenze@gmail.com)
7. The project must be accompanied by the following documents :
  - a) Copy of the identity document
  - b) Copy of the Diploma, Degree, or Master certificate
  - c) Curriculum vitae
  - d) Self-declaration of originality and non-plagiarism of the submissions
8. The format of the project must comply with the provisions listed below:
  - a) A4 paper format or "letter size" with a maximum of 12pages
  - b) digital format, a single \*pdf file, maximum 20 MB.

9. The technical jury (made up of stylists, designers, fashion journalists, fashion sector teachers, experts in the research and development of new materials) will select the ten finalists by **15 SEPTEMBER 2024** based on: **quality, novelty, creativity**. They will evaluate the creation of the outfits by adding it to the form created during the nomination phase (value 80%) and will leave the remaining (20%) to the approval of the popular jury.
10. The requested model, **in size 42**, must be created by the selected designer and **delivered by hand by the morning of 13 November 2024** in the Atelier in Florence. Alternatively, it can be sent by post to: Premio Giuliacarla Cecchi, Via J. da Diacceto 14, 50123 Florence, arriving in Florence by **11 November 2024** with shipping to be paid by the sender (including customs).
11. The announcement of the three winners will take place at the same time as the presentation of the dresses shown by the models, in the ceremony to be held in Florence on 13 November 2023 at 6 pm at **Sala d'Arme, Palazzo Vecchio**
12. The outfits presented by the 10 chosen ones will be returned to their respective stylists on November 13, 2024, on the X Edition of the Prize to which the 10 selected ones of the 2023 edition will be invited, who will be able to present the new "capsule collections" such as the Copernican System.
13. By participating in the competition, the stylist authorizes the organization of the Prize to reproduce and disseminate on any medium, images and texts taken from the materials presented in the competition.

## GIULIACARLA CECCHI'S HISTORY

The **Maison GIULIACARLA CECCHI**, a Florentine fashion atelier, was founded in 1932 by the will of the founder designer Giuliacarla Cecchi (1913-2005) and covers the entire history of Italian fashion of the 20th century.

The original haute couture creations of the Maison are characterized by the creativity and craftsmanship of the workmanship and style as exclusive and unique designer collections presented by Florence. For 33 years it has only produced unique pieces. Particular hallmarks of the designer are the creations of clothes constructed using only ribbons, the "embossed" processes and the WAVE line patented in 1996; have allowed it to be an integral part of the heritage of the Fashion Costume Museum of Palazzo Pitti for Italy and of the Hermitage Museum of St. Petersburg for Russia.

The Maison is currently run by her daughter Dr. Pola Cecchi who, together with her mother Giuliacarla, shared the management, evolution and development of the Maison and who, with this Award, intends to honor her mother's creativity, avant-garde and wisdom. The first "**Giuliacarla Cecchi Study Center**" was born in 2023.

## SISTEMA COPERNICANO

NO-PROFIT CULTURAL ASSOCIATION

The Copernican System aims to promote young stylists and their presentation to sector operators aimed at promoting innovation and the dissemination of stylistic factors and experimentation with a view to interaction with social, historical and cultural elements.



**centro studi  
giuliacarla cecchi**

creatrice di moda dal 1933  
associazione culturale no profit

Under the patronage of:



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# PARTNER AWARDS FOR THE SECOND YEAR

ITALIAN FASHION SOFTWARE COMPANY PRO2DEV & ARTI 21

*\* The prizes made available by the PRO2DEV company that creates software for fashion are in favor of the first 3 classified and their respective schools of origin\**

## 1st CLASSIFIED \*

- Award for the DESIGNER:

- N.1 license for permanent use of the software packages:
- **Pro2CAD, CAD software for creating and editing clothing patterns on video.**
- **Pro2Fashion, software for the creation of the technical sketch and**

### manufacturing notes.

- Award for the SCHOOL of origin:

- N°3 Pro2CAD and Pro2Fashion licenses for one year
- Video course (Pro2CAD + Pro2Fashion)
- 5 hours of online training
- 20 hours of internship in the ARTI 21 company

FOR A TOTAL VALUE OF €12,000.00

## 2nd CLASSIFIED \*\*

- Award for the DESIGNER:

- N.1 permanent license of your choice of Pro2CAD or Pro2Fashion software

- Award for the SCHOOL of origin:

- N°2 Pro2CAD or Pro2Fashion licenses of your choice for one year
- Video course (Pro2CAD + Pro2Fashion)
- 3 hours of online training

FOR A TOTAL VALUE OF €6300,00

## 3rd PLACE \*\*\*

- Award for the DESIGNER:

- N°1 permanent Pro2Fashion license

- Award for the SCHOOL of origin:

- N°1 Pro2Fashion license for one year
- Pro2Fashion video course

FOR A TOTAL VALUE OF €4.000,00



