

Press release

IRENE BRIN AWARD TO DARIA REINA, co-founder of the brand CHEZ DEDE
Delivered by SIMONETTA GIANFELICI

31 MAY 2021

As every year since 1969, **Accademia Costume & Moda (ACM)** awards **the prestigious Irene Brin Prize to a former student of the Academy who has distinguished themselves for their authenticity and high professional merit.**

This year's award goes to **Daria Reina, co-founder of the brand CHEZ DEDE.** It will be delivered by Simonetta Gianfelici, **Talent Scout and Fashion Consultant**, among the first to believe and recognize the talent of Daria, eclectic and volcanic character.

The award ceremony, which took place virtually, can be streamed from May 31 **on the digital accounts of Accademia Costume & Moda.**

Daria Reina is the **founder**, together with Andrea Ferolla, **of CHEZ DEDE, a brand of exclusive collections of accessories, clothing, home decorations and jewellery that are flanked by small éditions de charme as well as boasting collaborations with luxury brands and hotels around the world.** Founded in 2011, CHEZ DEDE finds its highest expression in the space of via di Monserrato 35, in the center of Rome, just a few steps from the Academy.

Established by Rosana Pistolese, founder of ACM, the award **is dedicated** to one of the most **authoritative names in Italian fashion journalism, Irene Brin** who - through the pages of Harper's Bazaar Italy - has promoted Italian fashion around the world.

The donation of Irene Brin's **private collection of both Harper's Bazaar Italy** (about 320 issues from 1951 to 1969) **and Vogue America** (about 150 issues from 1952 to 1965) **to the ACM Library** - which was made by her husband Gasparo del Corso **after her death in 1969** - underlines the strong bond between Irene Brin and ACM,

Today, **ACM's Library-Emeroteca, named after Fiamma Lanzara**, together with the historical archives, represents the largest center of cultural documentation on fashion in Lazio. **With its 4,500 monographic volumes and 12,000 issues of magazines** covering more than 150 years of fashion journalism, the Library is the first fashion documentation center in Italy **earning recognition from the General Directorate of Archives of the Ministry for Cultural Heritage and Activities and Tourism (MIBACT) for its "exceptional cultural interest for the characteristics and peculiarities of the materials owned."**

The award, which in the past has been given to former ACM students such as Frida Giannini, Maurizio Galante, Marco Mastroianni, Alessandro Michele and Antonio Mancinelli, to name just a few, **is virtually being delivered on a significant date this year: in fact, May 31 marks the passing of Irene Brin, who died 52 years ago in 1969.**

In the presentation video of the Irene Brin award to Daria Reina, **the contribution of David Downton - British fashion illustrator** famous for his work for magazines such as Vogue, V Magazine, Vogue, Harper's Bazaar, The Times, The New York Times, Telegraph Magazine and Vanity Fair – can also be seen.

Lupo Lanzara, President of Accademia Costume & Moda: *"I am particularly excited that Daria Reina will receive the prestigious Irene Brin award, which for 52 years has rewarded the authenticity and value of our former students. Daria has created, starting from Rome, a reality quoted and recognized worldwide, a place of research and avant-garde. I'm even more excited, since this is the first award to be given after*

the death of President Fiamma Lanzara, who contributed so much to making ACM one of the best training centers in the world in the field of fashion and entertainment, with its historical headquarters in Rome and, starting this year, with the new campus in Milan."

Daria Reina: *"It was great to discover that, despite my tortuous creative paths, my beloved Academy has always kept an eye on me and I wanted to dedicate the Irene Brin Award to me 30 years after my graduation. I am truly honoured and I especially thank Lupo, Simonetta and David for giving me the opportunity to remember how some encounters can really make a big difference. "*

DARIA REINA

Daria Reina is a French-Italian cool hunter and photographer who has been working as a creative director, designer and communication consultant for the luxury industry for more than 20 years.

Curator of art and content for luxury hotels, she loves to conceive and bring to life projects, so as to share and convey her sense of art, beauty and style in any way possible.

Together with her husband, the fashion illustrator Andrea Ferolla, she co-founded Chez Dede, a brand of exclusive collections of accessories, clothing, home decorations and jewellery that are flanked by small éditions de charme as well as boasting collaborations with luxury brands and hotels around the world. She and her husband Andrea co-wrote the book *Italian Chic*, published by Assouline, and she is also a permanent contributor to *Yolo Journal* as editor since 2019. Her photos have been published in international travel magazines and many Assouline books. Her favourite places in the world are basically theatres and museums, because they collect the highest percentage of poetry humans have been able to create.

IRENE BRIN

Accademia Costume & Moda has awarded the Irene Brin Prize to a talented young designer since 1969. Irene Brin, journalist and writer, loved young people and always did her best to stimulate their success. Thus, she wanted this Award given to a fashion designer of the new generation to become a celebration for the Academy and represent the affirmation of a new talent.

Born in Bordighera in 1914, Irene Brin was the initiator of a light and cultured journalism, dealing with society and costume chronicles. An exquisite writer and a brilliant journalist, she had dedicated herself in particular to the study of Costume and Fashion since the early post-war years. She immediately understood that, after the inevitable pause of the war, a new fashion could restore continuity to costume and create new resources for our country.

Irene Brin represented for twenty years that aristocratic world of new fashion that flourished after the confused and tragic war period, thanks to a few brave people who improvised themselves as tailors or merchants. She was the first gentle ambassador of the new Italian fashion abroad.

Many of the great designers owe part of their fortune to her. She contributed so much with her light presence, her elegant and witty pen, her intuition and her unmistakable style. We all owe something to her inestimable value. Together with Emilio Pucci and Gian Battista Giorgini, Irene Brin was an attentive collaborator, the interpreter, the elegant propagator of Italian fashion in the world.

Irene Brin passed away in 1969 and Rosana Pistolese, founder of the Accademia Costume & Moda, noted that with her had ended that magical world she had partly created, and which had become her myth.

"An exquisite writer and brilliant journalist, she had devoted herself in particular to studies of Costume and Fashion since the early post-war years. She had understood that after the inevitable pause of the war a new fashion could restore continuity to costume and create new resources for our country. Irene Brin represented for twenty years that aristocratic world of new fashion that flourished after the confused and tragic post-war period by a few brave people who improvised themselves as tailors or merchants. She was the first gentle ambassador of the new Italian fashion abroad. Together with Emilio Pucci and Gian Battista Giorgini, Irene Brin was the attentive collaborator, the interpreter, the elegant propagator of Italian fashion in the world. She worked until her last days and carried with her the gentle secret and the in-depth truth of twenty years of costume." **Rosana Pistolese, Founder of Accademia Costume & Moda.**

THE IRENE BRIN AWARDS

1969 SERGIO BINI (Brasil) delivered by Rosana Pistolese
 1970 PATRIZIA SLEITER delivered by Nancy White, Director of Harper's Bazaar
 1971 GORDANA MILETIC (Jugoslavia) and ROBERTO LONGO delivered by Rosana Pistolese
 1972 GIOVANNA TAMBURRINI and CHRISTINE BORG delivered by James Brady
 1973 ALESSANDRA BELCREDI and ANDREA BARABINO delivered by the journalist Flora Antonioni
 1974 ARTHUR TAMBUNAM (Indonesia) and TAMARA ALESSI delivered by Gilberto Bernabei
 1975 CINTHIA GORDANI delivered by the Director of "Bellezza", Elsa Robiola
 1976 LILIANA TUDINI and EDGARDO WONGVALLE delivered by Ettore della Giovanna
 1977 MARINO CHMET delivered by Colette Rosselli
 1978 URSULA OBERRAUCH delivered by Ruggero Orlando
 1979 PAOLA FUGA and CRISTIANO GENTILI delivered by Lorenza Trucchi
 1980 LUCIA FORTE delivered by Bruno Piattelli
 1981 PAK KEUNG LIN (Hong Kong) delivered by Brunetta Mateldi
 1982 MARIA A. BUTTIN GRABAU and ANNA SAMPIETRO delivered by Gianni Bulgari
 1983 CARLO ALBERTO VITAL (Venezuela) delivered by Luciano Forneris
 1984 PIERANGELO PAVAN and MARIOLINA SOAVE delivered by Bruno Piattelli
 1985 ELISABETTA PROIETTI and CINZIA BAIOCCHI delivered by the writer Antonietta Drago
 1986 LOREDANA DI FUSCO delivered by Vittorio Barattieri
 1987 GIAMPIERO ARCESE delivered by Bruno Piattelli
 1988 ANTONIO MANCINELLI delivered by Prof. Giovanni Caradente
 1989 LUCA ELENA delivered by Micol Fontana
 1990 MAURIZIO GALANTE delivered by Beppe Modenese
 LUISA MAZZA delivered by Alberto Castagna
 1991 ALESSIA VITTI delivered by Giuseppe della Schiava
 1992 ROBERTO LEPORE delivered by Giuseppe della Schiava
 1993 MARZIA DEVOTO delivered by Micol Fontana
 1994 VINCENZO GRASSO delivered by Bruno Piattelli
 1995 VINCENZO VACCARO delivered by Beppe Modenese
 1996 SONIA TRAVAGLIA delivered by Bruno Piattelli
 1997 GIORGIO SUSSENBACHER delivered by Beppe Modenese
 1998 ALBINO D'AMATO delivered by Beppe Modenese
 1999 RAFFAELE BORRIELLO delivered by Beppe Modenese
 2000 FRIDA GIANNINI delivered by Mario Boselli
 2001 DANIELA D'ORTENZI delivered by Laura Biagiotti
 2002 FILIPPO CILIA delivered by Beppe Modenese
 2003 GIUSEPPE FANELLI delivered by Beppe Modenese and Enrico Gasbarra
 2006 TOMMASO AQUILANO delivered by Beppe Modenese
 2007 GIUSEPPE DE GENNARO delivered by Giusi Ferrè

2008 ALESSANDRO MICHELE delivered by Adriana Sartogo
2009 SYLVIO GIARDINA delivered by Maria Luisa Frisa
2011 MATTEO RUSSO delivered by Raffaello Napoleone
2012 LAURA DI COLA delivered by Raffaello Napoleone
2013 ROBERTA ANDREETTI delivered by Matteo Marzotto
2014 ALDO MARIA CAMILLO delivered by Sara Maino
2015 MARCO MASTROIANNI delivered by Giovanna Gentile Ferragamo
2016 GIANNA GISSI delivered by Fiamma Lanzara
2017 STEFANO CANULLI delivered by Silvia Venturini Fendi
2018 FRANCESCA SARTORI delivered by Maurizio Millenotti
2019 STEFANO RUSSO delivered by Corinne Cavallin
2020 PALOMA LORE' delivered by Carlo Capasa
2021 DARIA REINA delivered by Simonetta Gianfelici

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