



THE NORTH FACE X ACCADEMIA COSTUME & MODA

It's More Than Jacket, It's the Future Of Exploration

IMAGES AND SOCIAL ASSETS HERE: [ASSET LINK](#)

September 5th, 2022 – The world's leading premium exploration brand The North Face has partnered with the renowned Accademia Costume & Moda to create a one-of-a-kind project, bringing the brightest and best students together with The North Face team to create a showcase of circular design and future thinking.

The resulting 10 unique pieces and accompanying creative content was developed by 20 of the academy's most gifted design and communication students working in pairs to create something truly inspiring and truly of the next generation.

Provided with circular design training and a grounding in brand communication from The North Face team, the students were given free rein on old The North Face garments and challenged with giving them a new life, one that will leave a smaller footprint on the planet.

The student pairs worked together to create a holistic design and communication concept, learning not only from the team at The North Face, but also their partners and peers, shaping and amending their project to always consider the life of the product beyond its current use.

The final 10 unique pieces and their respective content and communications tools will be given a special viewing, with a one-off event at the Orefici 11 store in Milan, VF's flagship multi-brand store. The event on **Friday 30th September** will showcase all of the participating students' work, helping inspire the next generation of talent in Milan.

The North Face Athlete and legendary freeride snowboarder Xavier De Le Rue, supported the students in sharing advice on how technical garments support exploration, ensuring the finished designs were anchored in both performance and the outdoors.

Darren Shooter, Design Director, The North Face EMEA, another member of the team who mentored the design students commented:

"Sustainability and cutting-edge design have been a fundamental part of The North Face DNA since the brand was founded back in 1966. As an industry leader, we constantly challenge ourselves to not only create the very best quality product, but also how to ensure it leaves an ever smaller footprint on the planet."

The remade garments, created by the students from the Accademia Costume & Moda are wonderful examples of this happening with the future of design and i'm excited for everyone to get a chance to see this collection."

For more details on the event, the collections or circular design at The North Face, contact a member of The North Face communication team or follow us on social at @thenorthfaceit on Instagram, and @thenorthface on Facebook.

ENDS

ABOUT THE NORTH FACE®

The North Face, a division of VF Outdoor, LLC, was founded in 1966 with the goal of preparing outdoor athletes for the rigors of their next adventure. Today we are the world's leading outdoor brand, creating athlete-tested, expedition-proven products that help people explore and test the limits of human potential. We protect our outdoor playgrounds and minimize our impact on the planet through programs that encourage sustainability. thenorthface.com

Find us on:

Instagram: @TheNorthFaceit

Twitter: @TheNorthFaceEU

Facebook: www.facebook.com/thenorthface

About Accademia Costume & Moda

L'Accademia di Costume e Moda (ACM) vanta una storia importante nel panorama formativo nei settori della Moda e dello Spettacolo italiano ed internazionale.

Fondata da Rosana Pistolese - stilista, costumista, giornalista e accademica, la cui visione consisteva nel formare e supportare il patrimonio culturale delle industrie della Moda e del Costume italiane con un approccio unico e innovativo, basato sulla costante interazione fra questi due ambiti – l'Accademia Costume & Moda nasce nel 1964 su interessamento dell'Ente Moda, per emanazione del Ministero del Lavoro e della Previdenza Sociale (Decreto Ministeriale n. 26645/CF/1964) e col Patrocinio del Comune di Roma e della Camera Nazionale della Moda Italiana. L'istituzione si trasforma quindi nel 1969 in associazione senza scopo di lucro e viene riconosciuta formalmente nel 1970 (D.P.R. n.620/1970).

Leader del settore educativo in ambito moda in Italia e tra i tre principali player nel medesimo contesto a livello internazionale secondo la classifica stilata da Business of Fashion, l'Accademia Costume & Moda ha formato dalle sue origini ad oggi alcuni dei più celebri talenti del fashion system e del costume e dello spettacolo.

A seguito dell'apertura del nuovo campus di Milano nel marzo 2021, tra le due sedi di Roma e Milano sono attualmente oltre 350 gli studenti che frequentano i diversi gradi accademici e più di 200 i **docenti e professionisti** che insegnano all'interno dei vari corsi, con oltre **150 aziende partner** rappresentative dei vari distretti della filiera moda (dai grandi brand fino ai "makers") e del settore del costume e dello spettacolo.

Il team di direzione didattica e manageriale è di primissimo livello e vanta fama ed expertise di portata internazionale: citando solo alcuni professionisti, ne fanno parte [Barbara Trebitsch](#) (ex *Domus, NABA*) in qualità di Direttore Didattico, il Direttore della Sede di Milano [Sara Azzone](#) (Ex *IED Moda Milano*) e l'International Director of Education [Adrien Roberts](#) (ex Istituto Marangoni, University of the Creative Arts).

Find us on:

Instagram: @accademiacostumeemoda

Facebook: www.facebook.com/AccademiadiCostumeeModa