

Press Release

VALENTINO, PROJECT OFFICINA CREATIVA and ACCADEMIA COSTUME & MODA

present

Special Project

3yr Bachelor of Arts in Costume & Fashion

Rome, November 8, 2023. **A special project** featuring the participation of the renowned Italian Haute Couture House, Valentino, in collaboration with Project, an excellence in Italian craftsmanship specializing in the creation and production of denim and sportswear garments.

This extraordinary collaboration aims to establish **a connection between Maisons and students**, marking the first step into the world of work. **Five of them** (selected from over 50) from the third year of the Bachelor of Arts in Costume & Fashion **put their skills to the test by creating and producing a men's and women's outfit using Project's denim fabrics while drawing inspiration from the world of Valentino.**

The goal was to introduce and explore the countless potentials of denim fabric to the students of Accademia Costume & Moda (ACM), stimulating their creativity within a project that is truly unique.

Throughout the academic year, **the five finalists** - Tommaso La Sala, Alessio Mussati, Alice Rotoni, Giorgio Natti Rainieri, Martina Pileri - **had the opportunity to express their creativity and vision through denim.** They experimented with the fabric, developing complete looks that they researched and designed, incorporating technical and tailoring skills, as well as gaining valuable experience and professionalism.

Under the creative direction of Valentino, with technical support from the Project team and coordination by Santo Costanzo, the Director of the Fashion Department at ACM, **they brought to life looks featuring sophisticated craftsmanship**, such as 96 hand-sewn roses and 900 hand-sewn petals, "resist dyeing" techniques achieved through a sustainable process using prickly pear leaves, and manual fabric lamination.

This project falls under the category of Special Projects (Industry Project), a cornerstone of ACM's educational offerings that stands out in the global educational landscape for its ever-growing synergy with the most significant players in the fashion industry. These collaborations are **real and concrete, involving over 150 companies within the fashion system, including fashion houses and the production chain.**

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