



## **PRIZE**

### **GIULIACARLA CECCHI**

International competition  
Ninth 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, yes  
index the ninth  
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.

---

## **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- The candidate will present his unpublished project on: "research, elaboration and transformation of a noble or technological or eco-sustainable fabric into a high fashion creation" by 30 July 2023 proposing his idea complete with sketches, indicative report of the realization process and any executive drawings.
- The ten finalists will have to produce the model chosen by the Jury in size 42.

## **GIULIACARLA CECCHI MAISON'S AWARD**

### **Cash prizes worth:**

- 1st place: 1,500.00 euros
- 2nd place: 1,000.00 euros
- 3rd place: 500.00 euros

# SPONSOR AWARDS

ITALIAN FASHION SOFTWARE COMPANY PRO2DEV

## 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

*\* 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\**

## FOR THE 10 NOMINATORS

- 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]
- Visit to any museums in the city of Florence.
- Collective interview with the nominated competitors, in the atelier, on the morning of 14 at 10 with the stylist Pola Cecchi and a representative of the sponsoring Software company – lunch to follow.

## 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.
2. Participation in the prize is free.
3. The event will take place on 13 November 2023 in Florence at 18.00 at the Tepidarium del Roster granted by the Municipality of Florence which sponsors the competition.
4. The presentation of the outfit with a parade of the participants in the competition will be allowed only if the garment presented complies with the design/sketch sent [during the evening the proposed project will be screened to allow guests to be able to make a comparison].  
At the end of the evening there will be a buffet dinner at the Atelier with representatives of the institutions, guests, and journalists.
5. 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".
6. The theme of the competition is: **"research, elaboration and transformation of a noble or technological or eco-sustainable fabric into a high fashion creation"**.

7. The works in the competition must be received by 30 July 2023, 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 [premiogiuliacarlacecchifirenze@gmail.com](mailto:premiogiuliacarlacecchifirenze@gmail.com)
8. 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
9. The format of the project must comply with the provisions listed below:
  - a) A4 paper format or "letter size" with a maximum of 12 pages
  - b) digital format, a single \*pdf file, maximum 20 MB.
10. 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 10 SEPTEMBER 2023 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.
11. The requested model must be created by the selected designer and delivered by hand by the morning of 13 November 2023 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 2023 with shipping to be paid by the sender (including customs).
12. 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 the **Tepidarium del Roster**.
13. 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.
14. 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 born in 1932 from the will of the founder stylist Giuliacarla Cecchi (1913-2005) and runs through the entire history of Italian fashion of the '900.

The original haute couture creations of the Maison are characterized by the creativity and craftsmanship of the workmanship and style that represents exclusive and unique "author collections" presented and distributed from Florence. For 33 years it has been producing only one-of-a-kind pieces. A particular hallmark of the stylist are the creations of dresses constructed using only ribbons, the "embossed" processes and the WAVE line patented in 1996; allowed it to be an integral part of the heritage of the Costume Museum of Palazzo Pitti for Italy and of the Hermitage Museum of St. Petersburg for Russia. Currently the Maison is led by her daughter Dr.ssa Pola Cecchi who, together with her mother Giuliacarla, has shared the management, evolution, and development of the Maison and who, with this Award, intends to honor the creativity, avant-garde, and wisdom of her mother.

## PARTNER/SPONSOR PRESENTATION

**Proto Development (Pro2Dev)** - Technical Partner is an Italian company of innovative and technological tools for the fashion world. The company characteristics and the particular attention to the customer's needs make PRO2DEV a real "software tailoring" which creates and modifies software and hardware solutions for the fashion system based on market demands.

Our Pro2CAD and Pro2Fashion software (known until a few years ago as Confelmod and Fashion Coordinator) are completely #madeinitaly and are constantly developed by a team of programmers and fashion technicians to make them performant and suitable for the needs of a market in continuous change.

**ARTI 21** – Technical Partner is an artisan company, born at the beginning of 2017 by bringing together different experiences and skills in the sectors of fashion modeling, tailoring and new digital technologies, with the aim of introducing the concept of technological innovation in the world of traditional craftsmanship linked to the fashion sector.

ARTI 21 organizes pattern-making training courses, both CAD and traditional, sartorial, and industrial tailoring, decoration, and fabric manipulation. ARTI 21 is the official training center of the "Pro2CAD" modeling software.