

# POLIMODA

## Carpe Noctem

**An early summer evening to admire the rising stars of fashion. Polimoda presents the collections and creative identities of our best talents to inaugurate the 102nd edition of Pitti Uomo.**

*Florence, June 13, 2022* - Polimoda returns to celebrate the creative vision of its best students with the Carpe Noctem fashion show. The Final Graduation Show 2022 opens the 102nd edition of Pitti Uomo. On a beautiful summer evening, immersed in the beauty of Torrigiani Garden, fashion is back to shine right where Made in Italy was born. A tribute to Giovanni Battista Giorgini and his intuition, in the continuous search for the originality and uniqueness that fashion has always expressed, we are celebrating the collections of the best Polimoda creatives.

*"Carpe Noctem, an invitation to seize the stars before the night falls,"* explains Director Massimiliano Giornetti. *"A metaphor that encourages us to identify the pure talent of a rising star, before his success in the world of fashion. It is also an exhortation to reflect on the sociological changes related to the historical moment we are experiencing, to Gen Z's desire to bring new values to the industry, in what can be seen as the search for a different kind of fashion. The collections include the themes most discussed by the industry and even the most touching for our students, including diversity, inclusion, sustainability and extremely personal content. A true cross-section of the individualities of the new generation of creatives."*

On the catwalk, you will see over 100 looks from 24 collections. The best students of the fourth and final year of the Fashion Design and Fashion Design Management courses together with a selection of students from the Masters in Collection Design and Creative Direction were chosen by the faculty of the school together with Massimiliano Giornetti and Caroline Issa, CEO and Fashion Director of Tank magazine and Mentor of the Fashion Design course.

Sixteen different nationalities in a cross-section of internationality and intercultural contamination characterize Polimoda. The collections of Julian Cerro (Italy), Veronika Danyliv (Ukraine), Eros Fengqin Yue (China), Hikari Morigami (Japan), Julie Daron (France), Margherita Bachis (Italy), Ana Valentina Navarro (Bolivia), Viola Ruzza (Italy), Sam Lewis (Australia), Sofia Ke (China), Federico Di Nisio (Italy), Maria Isabel Arce Blanco (Mexico), Saania Singla (India) and Edoardo Terribilini (Switzerland), Leonardo Brini (Italy), Edoardo Cavrini (Italy), Ayana Horai (Japan), Shiyuan Deng (China), Ana Rita Nogueira Da Souza (Portugal), Amelia Walker (UK), Mohanad Aglan (Egypt), Ian Mcdonald (United States of America), Fernanda Castro (Peru) and Marija Yankovich (Serbia) will take the runway.

In the collections, contemporary elements represent the designers' years of personal and professional growth. There are many references to major current events and events that dominate the socio-cultural landscape, such as sustainability, international conflicts, diversity and inclusion with a big focus on recycling and upcycling. Some transformed and gave new life to existing materials or garments such as military uniforms, accessories, family linen sheets, 90s bomber jackets and 50s silk slip dresses, demonstrating a new ability to transform a garment into something completely different thanks to refined manipulations, pleating, ruffles, combinations or embroideries.

Many ideas started from personal experience and the search for a more internal and quiet fashion, a transposition of the most intimate aspect of dressing. Fashion is a vehicle for transmitting strong messages, culture and innovation. The themes of transformation, change, identity and growth are powerful. The story of the transition between what one is and what one wants to become, in a search for one's own identity.

### Polimoda Press Office

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The desire to break the mold, to send different messages, to use fashion as a vehicle and amplifier of values and emotions of one's own identity. A fashion devoid of stereotypes, the maximum expression of creative freedom stripped of the fear of judgment or labels.

*"At Polimoda, we guide our students in the search for their own identity," continues Giornetti. "We work on the uniqueness and the personal, on the most intimate and reflective aspect of fashion so it can then become a form of artistic and cultural expression. In today's fashion, the ability to excite, to create something truly different and personal is often lacking. This is what we teach at Polimoda, the capability of seeking an aesthetic parallel between innovation and craftsmanship, cultural heritage and experimentation. The fashion that we see in Carpe Noctem is an amplifier of a culture, of the search for a feeling, of an intimate expression of the self."*

The collections—a mix of menswear, womenswear and genderless garments—were created with both technical fabrics and sparkling materials such as sequins, lamé and reflective effects. Some designers leaned towards natural and recycled materials while others focused on the use of colors, prints, embroidery and jacquard, pushing the diversity and originality of each collection.

## **Fashion Show**

Alongside the students, an exceptional team collaborated in the making of Carpe Noctem. Under the creative direction of Massimiliano Giornetti, students were personally followed with the development of their collections. The show boasts the artistic direction of Thierry Dreyfus, a brilliant runway and lighting designer and the founder of Eyesight Group. Caroline Issa, CEO and Fashion Director of Tank magazine, was the mentor of the fashion design course and guided students during their final year. Well-known fashion stylist Serge Girardi collaborated with the young designers.

The sound design of the show is curated by composer and producer Wladimir Schall, featuring a mix of electronic music, electroacoustic sounds and citations taken from concrete French music.

## **Jury**

A jury of industry experts will choose The Best Collection of 2022, selecting the most interesting proposal on the catwalk. Some of the biggest figures from the world of fashion and entertainment will evaluate the collections: famous voices of international fashion journalism Tim Blanks and Suzy Menkes, Belgian designer and founder of KRISVANASSCHE Kris Van Assche, artistic director of Emilio Pucci Camille Miceli, well-known stylist Ramona Tabita and the Ghanaian artist Ibrahim Mahama, together with the director of Polimoda Massimiliano Giornetti.

## **Guests**

In addition to a large audience of professionals and personalities from the world of fashion and culture, guests will include young music talents such as Tananai, Sissi, gIANMARIA and oli?, movie star Michele Rosiello and fashion influencers like Martina Socrate and Estelle Chemouny. Artists and Polimoda students share the ability to tell a story and transmit values and emotions.

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## Location

This year, Polimoda's Final Graduation Show will take place in Torrigiani Garden on via del Campuccio, a romantic English-style outdoor space designed in the early 19th century by architect Luigi de Cambray Digny. With nearly seven hectares, it is the largest private garden within the walls of Florence yet little is known about it even though it is very much part of the city's history.

Made in Italy was born in this very location 70 years ago: the first "First Italian high fashion show" was held in Villa Torrigiani in 1951 and the first collective fashion show of Italian high fashion brands organized by Giovanni Battista Giorgini was subsequently held in the prestigious Sala Bianca of Palazzo Pitti.

Today, the models wearing the garments created by our young Polimoda designers will showcase the creativity of fashion back in the beauty of these alfresco spaces, walking along the circular path with the scent of blooming rose gardens, centuries-old trees and classical sculptures.

## Live Streaming

Carpe Noctem: Final Graduation Show will be live streamed on Polimoda's digital channels: Instagram, Facebook, LinkedIn, YouTube and TikTok. From June 12th-17th, students will collaborate by doing Instagram and TikTok account takeovers, sharing the behind-the-scenes of the fashion show, significant moments from the event, the front row of the fashion show as well as student projects for Pitti Uomo at the Fortezza da Basso and Villa Favard.

#Polimoda #CarpeNoctem #FinalGraduationShow22

## Other events on the occasion of Pitti Uomo

From June 14th-17th, Villa Favard - Student exhibition by Fashion Design, Leather Technology and Fashion Design Management graduates (open to the public)

From June 14th-17th, Padiglione Medici, Stand F/14, Fortezza da Basso - Selection of the best works designed by second-year Fashion Design students and made by final-year Atelier Design students

June 15th, Villa Favard's Aula Magna - Guest lecture "Letters from the void" with Ibrahim Mahama and Francesco Bonami (invite only)

## Carpe Noctem, Polimoda Final Graduation Show 2022

Credits:

Creative direction: Massimiliano Giornetti

Art Direction: Thierry Dreyfus

Styling: Serge Girardi

Mentorship: Caroline Issa

Music: Wladimir Schall

Hair & make-up: Santini Academy

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