



## Loro Piana announces the winners of the Knit Design Award 2025

### *Winter Legacy – Translating Linen into Heritage Knitwear*

Milan, May 14, 2025

Loro Piana is pleased to announce that the winners of the 9<sup>th</sup> edition of the Knit Design Award are students Morgan Boyce and Simone Rizzato from the Italian school Accademia Costume e Moda with the project 'Paracadute'. Their vision and exploration of this year's concept, *Winter Legacy – Translating Linen into Heritage Knitwear*, revealed a unique ability to interpret the theme to create a truly original concept valorising Loro Piana's yarns.

The school's projects were presented to the jury on May 13<sup>th</sup>, with the winners officially announced on May 14<sup>th</sup> during an event held at the Casa degli Artisti in Milan, under the patronage of Camera Nazionale della Moda Italiana. The winners received the prestigious Loro Piana Knit Design Award 2025, which includes a unique redesigned trophy, a scholarship, and a job opportunity at the *Maison*. Additionally, the winners will have the opportunity to complete their design project in Loro Piana's long-established yarn and knitwear workshops in Piedmont, working alongside artisans who will share their expertise and *savoir-faire*. The finished piece will be showcased at the Loro Piana booth at Pitti Filati, the leading trade event for yarns in the knitting sector, to be held in Florence from July 1<sup>st</sup> to July 3<sup>rd</sup> 2025.

In this year's edition, linen takes centre stage. Students were encouraged to elevate linen by unleashing their creativity and blending it with traditional Loro Piana winter yarns to create a versatile and original piece. Walking a fine creative line between tradition and innovation, functionality and craftsmanship, the idea was to transform linen into an unexpected, timeless, and seasonless knitted garment or silhouette, while drawing inspiration from Loro Piana's technical skills, a century of shared *savoir-faire*, and exceptional softness.

The 9<sup>th</sup> edition of the Loro Piana Knit Design Award promotes young designers and the transmission of the *Maison's* knitwear expertise and *savoir-faire*. The competition invites international students to offer their creative interpretations of some of the most iconic yarns that epitomise the excellence of the House. Since its inception in 2016, this initiative has drawn talents from the world's most prestigious fashion design schools, supporting a new generation of designers.

The international jury comprised Loro Piana representatives, including CEO Damien Bertrand as President and prominent figures Gilles Denis, Editor in Chief of Le Point; Pauline Dujancourt, Founder & Creative Director of "Pauline Dujancourt" brand; Anna Dello Russo, Creative consultant, fashion stylist and former editor for Vogue Japan; Satoshi Kuwata, Founder & Creative Director of "SETCHU"; Antonio Mancinelli, journalist, author, fashion critic, and university lecturer; and Kimberly Drew, curator and creative strategist.

#### **About the winning project**

##### **Paracadute by Morgan Boyce and Simone Rizzato**

*Accademia Costume e Moda, Italy*

Our project explores the connection between us and the heritage of linen. For this reason, we started with Morgan, whose family members worked in the companies that produced parachutes for the Allies war effort during WW2. These parachutes had linen as their base – following the war, these same parachutes were taken by her relatives and repurposed into dresses for the communities; some even as wedding dresses. We aimed to find an unexpected heritage of linen so we could deliver a unique outcome. "Paracadute" tells a story of resilience and transformation; themes of rebirth and reinterpretation of linen are reflected in our designs and stitches. The concept encouraged us to play with lightness versus structure – showcased by the natural properties of linen combined with the softness of Loro Piana's winter heritage yarns, refining knitwear beyond its usual boundaries. For us, the brief was an invitation to explore the dialogue between heritage and innovation for Loro Piana. We aimed to make linen the



protagonist in a winter project, combining the warmth and softness of cashmere with the lightness of linen to present a seasonless take on knitwear heritage. We experimented with a range of artisanal stitches, elevated to the level of luxury that Loro Piana represents. We foregrounded the strong personal narrative between us and linen in our project, presenting “Paracadute” as a bridge between past and future.

#### **About Loro Piana Knit Design Award**

The Loro Piana Knit Design Award celebrates talented students from leading design schools around the world with an extraordinary passion for knitwear. The initiative, first launched in 2016, is an international competition that aims to give talented design students the chance to showcase their unique creative expressions on some of Loro Piana's iconic yarns. It aims to preserve and enhance *savoir-faire* while passing on a passion for excellence to the next generation of talent. It is also a key project to encourage and discover new creative talents and give them the support to fulfil their passion.

#### **For more information:**

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*Loro Piana is a symbol of Italian excellence, with collections that embody a distinctive style marked by tasteful elegance. Since its founding, Loro Piana has pursued and continuously redefined the goal of offering extraordinary beauty and craftsmanship to a demanding international clientele, lending equal attention to the quality of the service we provide.*