



## Loro Piana announces the winners of the Knit Design Award 2024

Loro Piana is pleased to announce that the winners of the 8<sup>th</sup> edition of the Knit Design Award are students Pierre Sauvageot and Björn Backes with their Professor François-Xavier Herody from École Duperré. The winning project is titled “Cavalieri, A History Of Innovation”. Their vision and how they explored the concept of *‘Fast Forward Heritage’* was truly unique. The students managed to push the boundaries of knitwear in a structured and innovative way and the execution was skillful, showcasing craftsmanship and innovation.

The project draws inspiration from the noble lineage of ancient knights, reimagining the application of Loro Piana yarns by crafting a cashmere armour. By seamlessly blending the softness of the fibres with the strength of iron, the students fashioned an iconic piece that pays homage to the past while pushing the boundaries of innovation. “Cavalieri” represents the synthesis of legacy and modernity, marking the 100<sup>th</sup> anniversary of Loro Piana by infusing cashmere with a fresh vitality and dynamic spirit.

The schools’ projects were presented on May 9<sup>th</sup> to the jury and the winners were officially announced on May 10<sup>th</sup> at Palazzo Gallarati Scotti in Milan, under the patronage of Camera Nazionale della Moda Italiana. The winners received the prestigious Loro Piana Knit Design Award 2024 handmade silver trophy, along with a scholarship and a contract to work for the company. The winners will also be able to complete their design project in the *Maison’s* long-established knitwear workshops in Piedmont, working alongside artisans who will share their expertise and *savoir-faire*. The finished piece will be showcased at Pitti Filati, the leading trade event showcasing yarns for the knitting sector, to be held in Florence from June 25 to 27, 2024.

The 8<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 own creative interpretations of some of the most iconic yarns that epitomise the excellence of the House. Since 2016, this initiative has involved talents from the world’s most prestigious design schools, training and supporting a new generation of designers.

2024 is the *Maison’s* centennial year, and the theme for this year’s Loro Piana Knit Design Award was *‘Fast Forward Heritage’*, a conversation between the past, present, and future. The brief was to create a future knitwear icon, designed up to Loro Piana’s standards with a rich tactile quality, timeless elegant style, and functionality. Students from the eight participating schools including Accademia Costume e Moda, Fashion Institute of Technology, and Institut Français de la Mode, developed creative ideas that explored Loro Piana’s heritage, bringing together technical skills, a century of shared *savoir-faire*, and exceptional materials to produce a new knitwear icon. Each piece the participants created was designed with Loro Piana’s extraordinary yarns – Cashmere 2/27, Coarsehair, Supercashmere, Royal, Wish®, Clan®, Sopravisso and Equilibrio – all of which masterfully combine exquisite textures, technological innovation, and functionality.

The jury was comprised of Loro Piana representatives including CEO Damien Bertrand as President, and prominent figures Sara Sozzani Maino, Creative Director Fondazione Sozzani and International New Talent and Brands Ambassador; Alexander Fury, Fashion Features Director, AnOther Magazine and Men’s Critic, Financial Times; Gilles Denis, Editor in Chief of Le Point; Anders Christian Madsen, Fashion Critic and Creative Consultant; Beka Gvishiani, Founder of StyleNotCom; Pauline Dujancourt, Founder & Creative Director of “Pauline Dujancourt” brand; and Anna Dello Russo, Creative consultant, fashion stylist, and former editor for Vogue Japan.

*“The Loro Piana Knit Design Award is an extremely important initiative fostering the next generation of talents, an award that underlines the importance of craftsmanship, innovation, and creativity. I’m delighted to welcome so many young students with passion for ultimate quality and technical prowess at the heart of their approach. These are all ideals championed by our Maison”*, states Damien Bertrand, CEO of Loro Piana.

*“I am glad that the Camera Nazionale della Moda Italiana is supporting this edition of the Loro Piana Knit Design Award. Fashion needs new talents in the field of craftsmanship, and it is important to join forces to foster young people and to promote and pass on know-how and the quest for quality”*, says Carlo Capasa, Chairman of Camera Nazionale della Moda Italiana.



### **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 re-defined the goal of offering extraordinary beauty and craftsmanship to a demanding international clientele, lending equal attention to the quality of the service we provide.*