



ISKO I-SKOOL award winners

Each year, the ISKO I-SKOOL contest involves the most brilliant and creative young minds from worldwide prestigious fashion and business institutions. The fashion show was held in the unusual setting of BASE, a post-industrial, multipurpose center in Milan that was perfectly in tune with the mood of this evening.

Everything was generated by a unique inspiration, denim: a journey into this versatile, evergreen style icon. The contest involved more than 60,000 students from all over the world. For the first time in ISKO I-SKOOL history, the contest invited independent students to compete, by sending their application through the official website of the competition, iskooldenim.com. Every winner will be awarded with internships with the brands that support the initiative. It's a clear demonstration of the deep connection between the fashion talent contest and the market.

For the Denim Design Award, students were asked to create denim outfits for the season of their choice, following a daring theme, GENDERFUL, a celebration of the new and inclusive ways to conceive the many models of self expression that transcend traditional gender categories to promote new and evolving forms of identity.

The Marketing Award had students were design a strategic marketing plan and its tactical actions in order to explain and give value to one of the foremost themes in global fashion agenda today, the connection between fashion and sustainability, aesthetics and best practices.

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