

CADICA & ISKO I-SKOOL™

STUDENT SELECTION

At the end of the ISKO I-SKOOL™ challenge the Cadica Denim Team will discover and reward the student who better represents the “Cadica X factor”, that is a mix of original *creativity, energy and attention to details*.

OUR AWARD

The winner will be our guest in our Headquarter in Italy to design and follow the production of fashion accessories and will have the chance to present a *personal Denim Capsule Collection marked by his/her signature*, that will be part of the next new Cadica Collection as limited edition.

THE LIVE EXPERIENCE

The timeline and the kind of “live experience” will depend on the current Covid-19 situation. We will evaluate together with the winner his/her possibilities and ours too, choosing the best option for the moment. The *brief* will be the same for each option (only timelines, strategy and methods will be adapted): Design and develop a Denim Accessories Collection, following Cadica Art Director trend input and through the process learned during the experience in ISKO I-SKOOL™ and with us.

OPT.1

At the end of ISKO I-SKOOL™ if on June/July (date will be defined together) the winner will be able to travel to Italy and our offices would be ready to manage this project, Cadica will guest the student in the Headquarter. During this *1 month experience* the student will be actively involved in the new collection creation step by step:

- He/She will follow the research and trend study with design and product depts;
- He/She will see the production sites where our items are developed;
- He/She will receive the personal brief and instructions about the expected final output.

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OPT.2

If at the end of the challenge the Covid-19 situation will not let us move or open the offices regularly, we will try to involve the student in the best way in our collection creation. The same brief and timeline will be adapted and made possible thanks to new communication technologies and tools.

- The “live experience” will be online and our experts will give their support and knowledge to help the student in the denim capsule creation.
- Trend research, production processes, meetings will be shared in the same way we will do for our new collection, improving the new smart working organization.

OPT.3

If the student prefers the live experience and would like to wait the best moment to come to Italy, our staff will be available to *postpone the experience* choosing together the right period. This will be considered in function of our next collections program, so if not in the summer we will talk about autumn/winter. The modality will be the same of Opt.1.

THE PROJECT PRESENTATION

When the Denim Capsule Collection designed by the winner will be ended, Cadica will present it as a special limited edition inside its main Collection, *that will reach hundreds of nations and the most important fashion brands*. The items can be produced and selected by customers and become part of new trend inspirations for our main fashion brands.

The name of the designer and the photos of the project will be shared on our website, collection event presentation with sales agents, social media pages and press.