

# July 2025

THE MOST GLAMOUROUS AND EXPECTED MEDIA EVENT FOR HIGH FASHION DESIGNERS OF THE YEAR 2025



MATERA (Italy) THE EUROPEAN CAPITAL OF CULTURE 2019

Fashion - Dance - Elegance - Creativity - Cinema - Art - Culture

## MATERA FASHION SHOW

On the catwalk, the collections

Haute Couture - Pret à portèr - Cocktail - Jewelry - Accessories

**13/20**

**Exposure**



**09/11**

**High Fashion Show**

Submit your application now! to [premiomoda2025@gmail.com](mailto:premiomoda2025@gmail.com)

Format - APS



Media Partner







**PREMIO MODA®**



## FASHION AWARD

Dear Company  
to the kind attention  
of the **Fashion Designer**  
and marketing manager Brand

**SUBJECT:** Matera Fashion Show (July 9-11, 2025)  
Proposal to participate in the 14th edition by awarding the  
Fashion Award "Couturier" 2025

In conjunction, exhibition of the dress dedicated to Grace Kelly during  
the 8th ModArt Prize Exhibition, "Culture Week," at Palazzo "Malvinni  
Malvezzi" (Cathedral Square, Matera) July 13-20, 2025.

Dear Mrs.,

in thanking you in advance for taking the time to read this, we are submitting to you the  
proposal to participate in the **14<sup>th</sup>** edition of the review/event that will be held in a natural and  
enchanting setting:

<< **Premio Moda® "Couturier" 2025 - City of Sassi**>>

The number of Stylists/Fashion Designers/Fashion Houses allowed, will be maximum **12**.

**The event:** Premio Moda® 2025, celebrates designers, couturiers and talents in Fashion,  
Design, Creativity, Arts and Cinema who interpret 'Culture' through their art. The event will  
host leading figures from fashion, press, television and film, both national and international,  
addressing personalities, institutions, journalists, magazines, newspapers, web magazines,  
photographers and TV operators.

**The Fashion Award Couturier** is held under the high patronage of the Basilicata Region, APT  
- Basilicata, Province of Matera, Municipality of Matera, Matera - Basilicata 2019 Foundation,  
(...)

**The Prize:** a "**Bronze**" sculpture named "**Rose Window Cathedral**" specially created through  
a hand-crafted lost-wax casting process, inspired by the rose window of the Matera Cathedral  
Church, which has always represented the "City of the Sassi" Fashion Award.



Moda - Elegance - Creativity - Cinema - Arte - Cultura

THE PARTICIPATION FORMAT in the FASHION SHOWS with the AWARDING of the MODA® COUTURIER PRIZE, will have the following contract modality:

## FASHION AWARD – PREMIO MODA® 2025

### A. The Event

- Luxury fashion event, with television beats, celebrating Art, Culture and Costume.

### B. Location of the parade

- Piazza Duomo, Piazza San Pietro Caveoso or other location indicated by the institutions.

### C. Participation of designers

- Stylists, fashion designers and fashion houses participating in the Fashion Award "Couturier" 2025 have the opportunity to submit a collection of **up to 10 outfits**,+ **\*\*1**, unpublished or already made, worn by our models.

### D. Tribute to Grace Kelly and "Culture Week"

- The 2025 edition of the award will pay tribute to actress **Grace Kelly**. Therefore, in addition to the 10 outfits from the above collection, the Couturier will have to submit an additional **\*\*dress** dedicated to the actress, which may be unpublished or already made and which **will be paraded** during the main event of the **Fashion Award 2025, on July 11, 2025**.
- The dress dedicated to actress **Grace Kelly** will be exhibited at the eighth **edition of the Premio ModArt Exhibition, "Culture Week,"** which will be held **July 13-20, 2025** at Palazzo "Malvinni Malvezzi" in Cathedral Square - Matera.
- *"In addition, the Couturier, if he wishes, may exhibit at the said exhibition additional gowns, other than the one dedicated to actress Grace Kelly and already included in this proposal, upon agreement with the organization."*

### E. Details of the

- The parade is collective and will be held **on July 11, 2025**, with the participation of all awardees and guests.
- Outfits can range over various styles: Haute Couture, Pret à porter, Cocktail, Jewelry, Accessories and Handmade.
- Outfit fitting will be held on **July 9 and 10, 2025**. If you are unable to attend, the outfits can be shipped to the location to be designated by the organization and will be picked up by our staff.
- The detailed schedule with times of fitting will be communicated after the award is joined.
- Participants are advised to plan to stay at least two to three nights.





## WHAT THE PARTICIPATION PROPOSAL **INCLUDES**:

1. Fashion Show: Fashion Award "COUTURIER" 2025 - **up to a maximum of 10 outfits** from the collection (**does not** need to be the current collection, as long as it represents the essence of the designer and his or her creative vision), complete with accessories (if any);
2. Fashion Show: Fashion Award CINEMA "Couturier" 2025 - No. 1 outfit that will pay homage to actress Grace Kelly. (*dress, unpublished or already made*)
3. The dress dedicated to actress Grace Kelly will be exhibited during the 8th edition of the ModArt Prize Exhibition, "Culture Week," to be held July 13-20, 2025 at the ancient "Malvinni Malvezzi" Palace in Cathedral Square - Matera
4. Presentation and quotation of your brand with a reading of up to 3 lines of text for the biography and mood of the collection;
5. You will receive the Moda® Couturier Award (bronze sculpture, see item previously described "the Award") (*The Moda Couturier Award is given to Italian and Foreign designers with a history and portfolio of collections that stand out for their originality and quality. Candidates are invited by the organization or recommended by experts in the field. **Participation in the event represents an important professional showcase for them.***)
6. Fitting;
7. Hairstyles and make-up on the models will be standard as this is a group fashion show, by Our Team; (IMPORTANT: only the models, Presenters/Horesses and hostesses will be made up);
8. Direction, Choreography, Siae, sound, lighting, permissions, etc., by Our Team;
9. Coat stand to be shared with another Stylist;
10. Ironing board and iron backstage;

### **ALSO:**

- Television filming of the collective fashion shows: we will deliver your fashion show privately within 20 days after the Moda® Award;
  - Realization of a collective editorial coverage of the **Moda® Couturier Award**, interviews, post-production editing of TV footage and airing of the fashion shows on Web and TV schedules below and in a deferred and differentiated manner:
- A. FASHION CHANNEL (3.09 MIn subscribers):**  
Within the realization of a collective editorial service of the Fashion Prize - interviews - airing of the fashion shows of the review;



- B. **DIGITAL MEDIA SOCIAL**, (new) website [www.premiomoda.it](http://www.premiomoda.it) (SECTION: parades, interviews and Photographs; various media and channels will be involved with the aim of giving maximum visibility to the event, the Stylists and the activities featured in the project;  
Within a collective editorial feature of the Moda Award lasting up to 25 minutes, with interviews and images;
- C. **MAGAZINE/DOSSIER** Premio Moda® 2025 - "digital" - f.to A4 or similar:  
Page within the Magazine with WEB web publication; (will contain, in brief, the entire review of the Fashion Award® 2025);
- D. **Delivery of photographs**, taken by accredited photographers, in digital format, with authorization for the permitted uses;
- E. **Digital form** of advertising inside a four-color brochure with name;
- F. **No. 6** seats, in the parterre, for any guests of the participants;
- G. **No. 2** places (Couturier and companion) at the final evening dinner on 11 July 2015;

#### WHAT \*THE PROPOSAL DOES NOT INCLUDE

- **\*Travel** and accommodation are the responsibility of the participants. To take advantage of discounted rates with hotels, B&Bs and restaurants, you can contact one of our partner agencies who will assist you in making reservations.

**We recall the necessary presence of the "Couturier" or his delegate, at the fitting, interviews and live event on: July 09-10-11, 2025;**

*In addition, if as part of the visibility, post-event, as already provided in the above proposal, the organization receives additional forms of visibility with other channels of mass - media, after the conclusion of the contract of participation, the production of the Moda Award, unilaterally, may promote, the fashion shows and nothing will be claimed by the organization than the amount already agreed and signed*

**The participation fee for the parades, including the above proposal items, is of €2,000.00 including VAT if due.**

**NOTE:** You will be issued a regular tax receipt for the contribution, which is 100% fully deductible - as per law.

#### **PAYMENT METHODS for the PARTICIPATION CONTRIBUTION**

**Once you are selected, we will provide you with all the necessary information, including the payment methods for the fee.**

It will follow regular receipt of payment also on the tax code of the participant, if, the latter, not in possession of VAT. In view of the busy schedule, precedence will be given to the first contacts who will acknowledge this and send their application for participation (date will be considered), by completing and transmitting the FORM, attached hereto, to e-mail: [premiomoda2025@gmail.com](mailto:premiomoda2025@gmail.com)

Confident that we have done a favorable thing, we take this opportunity to extend Best Regards.



**hi** 2025  
**PREMIO MODA®**  
Città dei Sassi

14th Edition



[www.premiomoda.it](http://www.premiomoda.it)

send your application

[premiomoda2025@gmail.com](mailto:premiomoda2025@gmail.com)

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