

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!

Format - APS



Media Partner





MATERA (Italy)
EUROPEAN CAPITAL OF CULTURE 2019
INTERNATIONAL HIGH FASHION STAGE
TALENT AWARDS
2025

**PREMIO MODA®
FASHION AWARD**

14TH EDITION

**International Designer Competition
International Competition for Fashion**

**Designers Matera (Italy)
Stylist Contest July 11 ,**

"Fashion - Elegance - Creativity - Culture - Cinema."

registration deadline: **March 30, 2025**

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RULES AND GENERAL CONDITIONS PARTICIPATION

The competition takes place under the Patronage of institutions **with the sole purpose of fostering personal merit in the field of creativity for fashion and elegance;**

ARTICLE 1 - ORGANIZATION

The entity organizing the **Fashion Prize** competition is the APS Association named "OFFICINA DELLA CULTURA" E.T.S. - Tax Code and VAT No. IT 01306940774 - based in Matera (Italy) at Via San Pardo n.80, hereinafter referred to as the organizer.

The names, inscriptions, symbols and **FORMAT** of the event belong exclusively to the Association APS "OFFICINA DELLA CULTURA" E.T.S., which holds the relative rights. (copyright ©) all rights reserved. Reproduction, even in part, of trademarks, inscriptions, symbols and formats is prohibited without prior permission. (copyright ©) (2008-2025) all rights reserved.

ARTICLE 2 - OBJECTIVES

Premio Moda® "City of Sassi" (2008-2025)

The Fashion Award "City of Sassi" is an event dedicated to fashion designers, artisans and creatives from around the world who specialize in the total look for women. The event offers participants the opportunity to showcase their artistic skills and gain international visibility through the presence of leading figures from the fashion world, the press, TV networks and the public.

The fourteenth edition of the Moda 2025 Award has **two sections** and will take place **July 9-11, 2025** in Matera, with fashion shows **on July 11**.

Admission and Selection

The competition is open to students, graduates of state and private academies, universities and schools, professionals, designers, fashion stylists, pattern makers, **tailors and** fashion industry workers, provided they are 18 years of age or older. It is also possible to participate in pairs.

Contestants may enter **one or more sections**. Participation is open to all creative talents, with no age limit.

Participation requirements:

- **Age:** No age limit (adults)
- **Collections:** Seasonality of collections presented is not required.
- **New:** No new collections need to be submitted.
- **Qualifications:** No degrees or degrees are required.

ARTICLE 3 - REGISTRATION

REGISTRATION, at SELECTION, to ONE or more SECTIONS IS FREE

One can participate in both sections, but if one is selected as a finalist in both Section "A" and Section "B," the participation fee as a contribution to expenses will, of course, be doubled (see Article 4).

IMPORTANT NOTICE:

Only **SELECTED** and **DECLARED FINALIST** candidates will be allowed to participate in the final evening of the 14th edition of the Fashion Award 2025 Competition. Participation is subject to the payment of a contribution for general expenses. This contribution will entitle to regular tax receipt, related to the Fashion event and the section(s) chosen.

The dates provided and indicated below, represent deadlines that cannot be postponed. However, the organization reserves the right, at its sole discretion, to make changes to these "Rules and Conditions" of participation.

In addition, some finalists, recommended by the special jury and/or the organization, may participate in other "Fashion" events with which the Fashion Award® collaborates.

ART. 4 - DESCRIPTION OF THE SECTIONS and PARTICIPATION CONTRIBUTION RESERVED FOR FINALISTS

• SECTION: "A":

- Contest: Fashion Award 2025 - HAUTE COUTURE and Fashion Award CINEMA 2025

(parade July 11, 2025)

- No.4 Required Outfits - collection on "free" theme of the contestant's choice + 1 Dress to Actress Grace Kelly; so a total of 5 Haute gowns
The technical jury may select a maximum of 10 finalists;
- 1st Runner-up Fashion Award Plaque 2025 - Brief interview and publication in magazine/Dossier and/or on social web/premiomoda.it;
- from the 2nd Runner-up onward, all competing finalists will receive a Fashion Award 2025 Plaque -Brief interview and publication on social web/premiomoda.co.uk;

PARTICIPATION CONTRIBUTION for finalists only € 500.00

• SECTION: "B":

- Competition: Fashion Award 2025 - PRET À PORTÈR and Fashion Award CINEMA 2025

(parade July 11, 2025)

- No.4 Required Outfits - collection on "free" theme of contestant's choice + 1 Dress inspired to Actress Grace Kelly; thus a total of 5 Pret À Portèr Dresses
The technical jury may select a maximum of 10 finalists;
- 1st Runner-up Targa Premio Moda® 2025 - Brief interview and publication in magazine/Dossier and/or on social web/premiomoda.it;
- from the 2nd Runner-up onward, all competing finalists will receive a Fashion Award 2025 Plaque - Brief interview and publication on social web/premiomoda.co.uk;

PARTICIPATION CONTRIBUTION for finalists only € 500.00

Fashion Cinema Award 2025 - Section "A" and "B"

Finalists and their creations inspired by Cinema

Grace Kelly tribute fashion show and marriage of Fashion and Art

Please note

Dresses inspired by actress **Grace Kelly**, from sections "A" (Haute Couture) and "B" (Prêt-à-porter), will walk the runway during the Moda Couturier Award event. At the end of the fashion shows, the jury will award the Moda Cinema Award only to the first runner-up.

An exhibition of movie-inspired dresses, in tribute to actress Grace Kelly, will be set up after the fashion show."

New this year is that the organization has decided that all the dresses inspired by actress **Grace Kelly**, of the finalist contestants in sections "A" (Haute Couture) and "B" (Prêt-à-porter), **at no further cost**, will be featured in the Exhibition called the Premio ModArt Exhibition from July 13 to 20, 2025, at the Ancient Mansion of the Malvinni Malvezzi Palace, which will also include an exhibition of Paintings and Photographs for a perfect marriage of Fashion and Art.

Please note if the outfits need accessories (hats, necklaces, earrings or bracelets) this must be underlined and/or indicated in the "notes" on the entry sheet (pattern sheet).

Please note Those who register in both sections and are selected as finalists in both Section "A" and Section "B" **will** have to make 2 transfers of €500.00 as an expense contribution. At the same time, he/she may choose to forgo being a finalist in either of the 2 sections and thus pay only one fee.

ARTICLE 5 - MODE OF PARTICIPATION

THE PARTICIPATION FEE OF THE FINALISTS, FOR EACH SECTION

INCLUDES THE FOLLOWING SERVICES:

- **Models***, Direction, Choreography, Siae, audio, lighting, no. 4 filming cameras, authorizations, recording and editing of short editorial interview, short interview with Presenter - On Stage brand quote with max 3 lines of text presentation for the mood of the collection, post production video editing of the TV footage of the fashion show, assistant dressers, fitting and no. 4 reserved seats in the parterre;
- The hairstyles and make-up on the *models, by Our Team, will be standard and no interference will be allowed since these are collective fashion shows. The decision on this will be up to the organization, which will lean toward simple gathered hairstyles and show make-up;
- **the *models** will be matched by the organization for successive runway shows, then divided into groups. This is implemented to avoid too many exits on some models and to have the necessary technical time for the rotation of the models so that the shows will run smoothly.

NOT INCLUDED:

- Food, lodging, travel expenses

Photographs Photos will be posted online on the website and Social pages, but if participants would like customized shots, they can request them directly from the **official photographers**, accredited to the 2025 Fashion Award Competition, whose **list of names** and **contacts** will be made available to each participant. The cost, if any, will be agreed upon between the photographer and the participant

It is understood that: photographs and videos of each fashion show will be published on the official website premiomoda.it

ARTICLE 6 - DATE OF SUBMISSION OF ENTRIES

Application to participate in **the** selections, for both SECTIONS as finalists in: **Section "A"** and in **Section "B,"** **is FREE**, through registration which must be received no later than 24:00 hours of the

MARCH 30, 2025

Participation in the selections involves filling out a form:
(participation/entry form for one or more sections):

- via (download) online from www.premiomoda.it, **(section competitions - forms**
- **or,** request the registration form, at the following e-mail: concorso@premiomoda.it

The **participation/entry form** filled out in block letters (legible) in all its parts **must be received** at your own risk by the organizer (Association "Culture Workshop"), **by** sending to both of the following e-mails:

- e-mail: concorso@premiomoda.it
- e-mail: concorsopremiomoda@gmail.com

By midnight on **March 30, 2025;**

TO THE REGISTRATION FORM YOU MUST ADD: THE EXACTLY DESCRIBED FIGURES OF THE OUTFITS THAT SHOULD PARTICIPATE IN THE SHOW OR THE PHOTOS, ALWAYS DESCRIBED (FABRIC, SIZE, COLOR, INSPIRATION)

Send everything, including a mini biography in Word, a brief description of the Collection Theme (also in Word), a brief description of the Actress-inspired dress.

For information-organizing secretariat:

- Monday through Friday from 4 p.m. to 9 p.m;
- Saturdays from 09.30 a.m. to 1 p.m. and 4 p.m. to 9 p.m.
- +39 351.8002342 - (WhatsApp)
- E-mail: concorsopremiomoda@gmail.com

ARTICLE 7 - DEADLINE FOR SUBMISSION OF DOCUMENTATION

Submission of the participation form(s), figurines/photos and biography with description of the collection theme, and description of the Cinema-inspired dress, properly filled out and collected in a folder named with First and Last Name and chosen section, must be sent no later than **March 30, 2025**

MODE OF TRANSMISSION OF DOCUMENTATION

DIGITAL CARD (ZIP - must be named with **entrant's first and last name and section of participation**),

Example: First and Last Name - Sec " **A or B**"

should be sent, by <https://wetransfer.com/> or other system, to the following email: concorsopremiomoda@gmail.com

- 1) Completed and Signed Application Form
- 2) sketches (drawing) and/or photos with which he intends to participate with the indication of "SECTION";
- 3) detailed description of fabric, color, special finishing and indication of any *accessories (**in Italian**).
- 4) brief description (max 2 lines) of the theme of the collection, in Word format; (**in Italian and in English**)
- 5) brief biography of the participating STYLIST (max 3 lines) in Word format; (**in Italian and in English**)
- 6) No.2 **close-up** photos of the participant(s)' face good quality (minimum 300 DPI) in **vertical** and **horizontal** (jpeg) format;
- 7) Logo/brand, if held, in (**vector**) format;

OTHER OPTIONAL DOCUMENTATION:

any other material considered interesting explanatory of the work already done and the participant's style;

PLEASE NOTE:

- **The clothes** to be made and/or made for each **Section**, under which the contestant participates, must correspond perfectly to the description sheet of the submitted **Figurines**;
- ***Accessories:** for any type of accessory, which has a complicated structure to wear, the organization will consider its use in order to make the live broadcast of the Fashion Award smooth. All easily wearable accessories will be accepted.
- The sizes and measurements on which the dresses are to be based are:
Women's size 40/42; Height min.1.74;

ART. 8 - STATEMENTS and AUTHORIZATIONS OF THE PARTICIPANT.

The participant participant with the subscription to the participation in the Moda Award and the submitted material, declares and assumes responsibility regarding the originality of the sketches, respect for registered trademarks, copyright and anything else pertaining to artistic and intellectual property. The organization remains relieved of any responsibility with reference to the content of the material "files" provided by the participant, including copyright and SIAE rights.

All submitted material of each finalist designer, profiles, videos, etc., will be published, free of charge, on the web: www.premiomoda.it . "formats" of the fashion shows will likewise be published. The same "formats" of the fashion shows may be aired on local, national and/or satellite TV.

ARTICLE 9 - CONDUCT OF THE COMPETITION

The finalists of each **SECTION** will be sent detailed instructions referring to the conduct of the event with all useful news for their arrival at the City of Matera (Italy). **(For this reason any change of address or telephone number of the competitor must be, promptly communicated to the organizing secretariat by sending an e-mail).**

If for any reason or impediment, the selected "FINALIST" is no longer able to participate or does not show up on the day of the event, the participation fee will not be refunded as the organizational program has already been carried out.

The organizer, reserves, however, the ability to make changes to the date, times and location, so as to allow for more effective implementation of the event.

In the event of force majeure that may prevent the holding of the competition on the date and in the manner indicated, no refund and/or return of the participation fee will be due to the finalists since the organizational program has already been carried out. The organizer, however, undertakes to seek the possibility of holding a similar contest on another date or at another site by notifying the participants 20 (twenty) days before the new event. Said new event, defined by the same rules, will replace the one initially indicated.

ART 10 - JURY and FREE SELECTION.

The above documentation will be evaluated, **free of charge no** later than **April 10, 2025**, by a special *technical jury* consisting of five qualified individuals in the fashion industry, which in its sole discretion will produce the merit ranking of the Contest participants

ARTICLE 11 - PAYMENT OF THE PARTICIPATION FEE

By **April 15, 2025**, only the ranked finalists (**for each section**) will receive immediate communication via e-mail and SMS and will be able to participate in the final selection scheduled in Matera (Italy) July 9-11, 2025, with fashion shows on July 11. The fashion event includes an expense contribution of €500.00 for each participating section.

- **WHAT THE FINALISTS HAVE TO SEND IN THE NEXT FEW HOURS:**

Fashion Award Finalists City of Sassi 2025

Finalists **will receive a document from the organization** that they must fill out, sign, and submit by **April 20, 2025**. The document concerns acceptance of participation in the parade and payment of the registration fee of €500.00. The finalist should send the transfer receipt to email: concorsopremiomoda@gmail.com. Thereafter, a regular receipt will be issued as per law.

NOTES

- 1) whoever DECIDES to drop out of the finals must notify immediately so as to favor another contestant.**
- 2) If the "participation fee" is not made, by April 30, 2025, the ranking list of the successful selection will be scrolled**

ARTICLE 12 - THE PARADE AND MUSICAL SELECTION

PLEASE NOTE:

- 1) **On July 09, 2025 (Wednesday), starting at 10:00 a.m., dress fittings (fitting) will be conducted with the models;**
- 2) **The obligatory overnight stay of the finalists will be 2/3 nights**
- 3) It will be the responsibility of the finalist to provide the **booth/trolley** on which to affix their outfits relative to Sections "A" - "B" "*
* where you travel by train or airplane and have no possibility of bringing your own clothes-hanging stand, you will have to acknowledge to the Organization a small fee for the rental of the stand;

TO FINALISTS.

The sound base to be used for the parade will be requested.

However, if the finalists have not yet chosen the sound base and would like professional advice, the director will make the most appropriate music selection after viewing the outfits.

The director/choreographer, immediately after the finalists are announced, will become their point person, supporting them to ensure the best success of the event.

The collection, complete with related accessories as well, must be delivered by the finalists to a person in charge of the organization on the appointed day preceding the event.

Each dress must be complete with a coat hanger (hangers) and pouch (marked with one's first and last name), accompanied by a photo and/or drawing explaining the model itself

ARTICLE 13 RESPONSIBILITY

The organizer, while taking the utmost care of the collections, assumes no responsibility in case of damage, theft, loss, during the selections or transport operations and throughout the duration of the event in Matera (Italy).

The organization remains relieved of any liability with reference to the content of the material and "files" provided by the participant, including copyright and SIAE.

Likewise, the organization remains relieved from any liability referring to third persons, companies or legal entities being the said performance rendered exclusively as a mere means of work. With the provision of the aforementioned material or "files" from hard copy, printed paper, websites or related services, the client/participant implicitly declares that he/she is fully entitled to the display of clothing, accessories, images, logos, texts, illustrations, etc. exhibited to the public and still declares that he/she has been duly authorized to reproduce the same even if covered by copyright.

By signing the participation form, the finalist (participant) authorizes, under his or her sole responsibility, the publication of what is requested in the order and the materials and/or files provided by him or her, relieving the organization of all responsibility in this regard.

ART. 14 - Privacy Policy (Art. 13 EU Regulation 2016/679)

The personal data collected will be processed, including by computer, exclusively for the current proceedings and will not be disseminated or communicated, unless required by law. The interested party has the rights provided for in Articles 15 et seq. of the GDPR, including access, rectification, integration, limitation, cancellation and opposition to processing, which can be exercised by contacting: Cultural Association "Officina della Cultura" E.T.S. - Via San Pardo n.80 - F/G 75100 Matera (Italy), e-mail: officinadellacultura@gmail.com

ARTICLE 15 - ACCEPTANCE

The contestant declares to have read these regulations, to have accepted them, and authorizes the organization: Association APS "Officina della Cultura" E.T.S. of Matera to use all the material received, in the manner and for the purposes it deems most appropriate for the realization of the event.

By entering the contest, the contestant implicitly acknowledges and accepts the rules contained in these rules and conditions, none excluded.

The participant in the competition, pursuant to and by effect of Articles 1341 and 1342 of the Civil Code, declares that he/she has carefully read the existing general conditions listed above, fully understands them and accepts them all. In particular, he/she takes note of what pertains regarding the responsibility for the publication of the material provided.

ARTICLE 16 - PLACE OF JURISDICTION

For any dispute inherent to these rules/conditions, the exclusive jurisdiction of the court of Matera (Italy) is expressly established.

ARTICLE 17 - SUMMARY OF DATES, DEADLINES AND MODALITIES OF PARTICIPATION

- Enrollment deadline: **March 30, 2025**
- Jury / Finalist selection by:..... **April 10, 2025**
- Notice to Finalists/Participants:..... **April 15, 2025**
- Submit contribution for finalists **April 20, 2025**
- Fitting and rehearsal parades: **July 09, 1,0 July2025**
- Event Fashion Award® 13th edition (*fashion shows*)..... **July 11, 2025**

➤ **All dates must be categorically adhered to. On pain of exclusion**