

**PROTOTYPE TESTING FINALISTS:
“REAL LEATHER. STAY DIFFERENT.” ENTERS ITS DECISIVE STAGE**

World Leather Contest, promoted in Italy by UNIC - Concerie Italiane and Lineapelle, is resuming following the selection of the finalists, who are now tasked with giving form and substance to their creativity, highlighting the excellence of a unique material: Italian leather

World Leather Contest is taking on a vital role. Promoted in Italy by UNIC - Concerie Italiane and Lineapelle, the competition's first edition is based on the theme of "Real Leather. Stay Different." and, following the reopening of schools and workshops, is back in full swing.

A jury made up of professors and experts has chosen the finalists who are now tasked with giving form and substance to their creativity, highlighting the excellence of a unique material: Italian leather.

FINALISTS

For the Clothing category there are 8 finalists who are studying on the Master's course in Womenswear Fashion Design and Menswear Fashion Design at the Istituto Marangoni Milano Fashion. For the Footwear category five finalists were selected who are enrolled in the Undergraduate course in Leather Technology at Polimoda di Firenze. For the Leather Goods category 10 students were selected who are enrolled in the First Level Academic Diploma in Costume and Fashion at the Accademia Costume & Moda.

SECOND STAGE

In the second-stage programme of the World Leather Contest the finalists will receive the types of leather necessary for the development of their creative projects, which will then be judged by a jury of high-profile experts. And that's not all. To broaden the project's scope, a public online voting system will be set up.

The awards ceremony for the winners of each category will take place in February 2021 during Lineapelle, where all the prototypes will be exhibited.

PROJECT

WORLD LEATHER CONTEST invites students to create unique, innovative accessories and clothing, exclusively using leather or, alternatively, combining it with other natural materials. The goal is to explore new areas, in terms of both leather style and application, within 3 product categories, giving a voice, space and visibility to the ideas of future creatives. And, above all, to offer the new generations technical and cultural tools to understand and explore the identity and value of leather.

ORGANIZERS

The contest was created and launched in 2019 by the LHCA (Leather & Hide Council of America), the U.S. industry association, and involves, in addition to Italy, Leather UK for Great Britain, CLIA (China Leather Industry Association) for China and TLIA (Taiwan Leather Industry Association) for Taiwan.