

“Real Leather. Stay Different”.
World Leather Contest has reached the decisive moment:
Voting for the finalists

Ready for online voting to proclaim the winners of the contest promoted, in Italy, by UNIC - Concerie Italiane and Lineapelle, which engaged students attending Istituto Marangoni of Milan, Polimoda di Firenze, and Accademia Costume & Moda di Roma

Three Italian fashion schools, which are some of the internationally best regarded: namely, Istituto Marangoni of Milan, Polimoda di Firenze, Accademia Costume & Moda di Roma.

Twenty-three finalist students.

Three contest categories: Clothing, Footwear, Leather Goods.

Thirty-one prototypes which have reached the final stage, that is, the evaluation and voting one.

This is the picture, in figures, to describe the last stage of World Leather Contest, on its first edition: a creativity contest promoted, in Italy, by UNIC - Concerie Italiane and Lineapelle, based on the theme “Real Leather. Stay Different”.

World Leather Contest has reached the decisive moment

World Leather Contest has finally reached the decisive moment: in fact, they are due to select and proclaim the winners of the competition, through a double voting procedure. The former will engage a panel of judges, composed of leather experts, fashion designers, journalists, and professional insiders, who are going to make their choice after admiring the projects, which have reached the final, on show at Spazio Lineapelle, Palazzo Gorani, Milan. The latter is digital: everyone can get access to it until next September 5th, 2021. Just click on the link right [here](#) and watch the gallery of the prototype projects in the final of World Leather Contest: you will therefore find out about the planning and design history of each of them and, ultimately, you will be able to vote for the one you like the best. For each category, only one winner will be chosen and awarded by the panel of judges; the other winner will be the one selected and proclaimed by people voting on the web. All the projects that have reached the final of the contest will be on exhibition at Fieramilano Rho, during Lineapelle next edition, scheduled on 22-24 September 2021. The award ceremony will take place here as well.

The finalists

Each of the three fashion schools, participating in the contest, has been focusing its own educational and creative work on one product category. In fact, as regards the Clothing category, the 8 finalists are students attending a Master in Fashion Design Womenswear and Fashion Design Menswear at Istituto Marangoni of Milan. As regards the Footwear category, the 5 finalists, who have developed and set up 13 prototypes, are currently attending an Undergraduate course in Leather Technology at Polimoda di Firenze. Ultimately, as regards the Leather Goods category, the 10 projects which have reached the final stage of the contest have been designed by ten students enrolled in the First Level Academic Diploma in Costume & Fashion at Accademia Costume & Moda di Roma.

Much more than a competition

World Leather Contest is not just a creative competition: it is a real training and education project that encourages participating students to create unique, innovative accessories and items of clothing, by making use of leather exclusively. As a feasible alternative to it, they may match and combine leather with other natural materials. The aim is to explore new style areas and innovative leather applications, within 3 product categories, therefore giving voice, space, and exposure to the ideas of creative fashion designers in the next future. Most of all, the main purpose is to provide new generations with technical and cultural tools to help them understand and deeply focus on the identity and value of leather. World Leather Contest was designed and launched, in 2019, by LHCA (Leather & Hide Council of America), the US leather industry association. On its first edition, it also engaged, besides Italy, Leather UK (Great Britain), CLIA (China Leather Industry Association), China, and TLIA (Taiwan Leather Industry Association), Taiwan.

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