



Press Release **H**  
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## **Polimoda hosts the 95 Alcantara dummies**

### **The 9th step of the exhibition is in Italy – 16/22 December 2005**

Mittelmoda International Lab, the active network of contacts in the fashion & textile-clothing field, carries on the project **Alcantara XS International Roving Exhibition**, which started last December at the FIT in New York by displaying the famous 10 mini-collections of dummies created by fashion design students, and which is now landing in Israel. **Throughout 2005, the moving tour is reaching the 10 big cities** involved into the project spread around the world.

The 9th step of the tour will be held at **Polimoda** in Florence, Italy (at Villa Strozzi), where the 95 creations will be presented to the press and the public during an *opening* being held **at 5.00 pm on 16<sup>th</sup> December**, and it will be possible to visit them until 22<sup>nd</sup> December 2005, from Mondays to Fridays and from 9.00 am to 5.00 pm. Free telephone booking is required (0039 055 7399675 or 055 7399620). The collections have been created for the Alcantara Xs Competition, the innovative project launched by Alcantara SPA\_Fashion Division and supported by MIL, which has involved fashion design students of 10 colleges chosen to make 10 outfits for dummies presented last November during an exclusive happening at Huis Clos in Milan.

Following the success of the mini-collections' presentation, the Milan exhibition has turned out to be the first stop of a roving exhibition which will take the 95 dummies in tour around the world. The **schools selected** to take part into the unique project are: FIT\_USA, Senac/Esmo Centro de Educacao Em Moda\_ BRASIL, La Cambre\_ BELGIUM, Academie Beeldende Kunsten Maastricht\_ HOLLAND, Escuela Superior de Diseno y Moda Felicidad Duce\_ SPAIN, Shenkar School of Engineering and Design\_ ISRAEL, London College of Fashion\_ UK, Esmo Berlin\_ GERMANY, Créapole\_ESDI\_ FRANCE, and Polimoda\_ ITALY.

Two extra steps have been inserted into the aforementioned list: one in Grado\_Gorizia on 9\_10 September 2005, during the 13th edition of **Mittelmoda the fashion award**, and one in Antwerp\_Belgium, on the occasion of the opening of a brand-new store during the week of **Vitrinae Antwerpen**.

Each school looks after the setting up of the location where the dummies are displayed. The aim of the Alcantara XS International Roving Exhibition is to promote, support and stimulate international talent setting free the biggest creativity in the preparation of the exhibition space as well as giving an ample international visibility to the mini-collections.

**Alcantara XS International Roving Exhibition is created and organised by Mittelmoda International Lab**, active network aiming at promoting creative talent and consolidating the relationship between fashion-textile-clothing industry and fashion schools at an international level, for and with the **support of Alcantara SPA\_Fashion Division**, the Italian company leader in the production of luxurious fabrics.

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