

# ALTAROMA

## ‘WHO IS ON NEXT?’ 2010

*In collaboration with Fashion Freedom, Alcantara and yoox.com*

10 July 2010 – Complesso Monumentale Santo Spirito in Sassia

The 6th edition of ‘**Who is on Next?**’ has been won, in the pret-a-porter category, by Erkan Coruh, for the poetry and creativity of his collection. Claudio Montias and Jerome Rousseau tied in second place for the elegance and unconventional irony of their *shoewear*.

The *Fashion Freedom* project saw the joint collaboration of **Coop distretto tirrenico, Altaroma, Vogue Italia and ITC** in a partnership of **international solidarity**. Three designers were selected: Rosa Clandestino, Erkan Coruh and Elisa Palomino. **Highly appealing T-shirts having, above all, the plus of being able to be produced by African workers, living in disadvantaged communities, in accordance with the principles of Fair Labour**, to guarantee human dignity and create jobs as an instrument of **emancipation from poverty**. Finally, **COOP, one of the biggest names in large-scale-retail-trade** will market the T-Shirts in its sales circuit.

The relationship between the designers and **Alcantara®** has lasted for many years, thanks to the unique, contemporary features of the material. No special prize but a commitment to give all the finalists maximum exposure starting from the next Fashion Fairs.

**In its role as online retail & media partner, yoox.com**, the number 1, multi-brand, virtual fashion and design boutique, has chosen Jerome Rousseau as the most “cutting-edge” designer. A special mention which will give him a chance to sell a preview of his 2011 Spring/Summer collection throughout the world. Exclusively Made-in-Italy footwear which **will be available for online sale in September**, at the same time as Milan Fashion Week.

Organized and created by **Altaroma** in collaboration with **Vogue Italia**, the ‘**WHO IS ON NEXT?**’ competition is one of the events most eagerly awaited by the International fashion industry, scouting for new talents.

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