

# **CNMI, Confartigianato Imprese** & ME LVMH together to celebrate Italian craftsmanship

# **Reason why**

The Maestri d'Eccellenza prize has been created in 2023 to valorize and promote the Italin craftsmanship and the Made in Italy's artisans. In addition to the partners involved each year, one different Maison of LVMH Group take part into this project.



Premio Maestri d'Eccellenza

### 2024 edition

# Categories

- 1. Maestro Artigiano d'Eccellenza
- 2. Maestro **Emergente** Artigiano d'Eccellenza
- 3. Maestro dell'Innovazione d'Eccellenza

## **Application fields**

Textile, Clothing, Footwear, Couture, Eyewear, Jewelry, Leather Goods and fashion product components, artistic products, furniture and furnishing accessories.

## Partners 2024







## **Prizes** for the winners

- ✓ **10.000€** to be reinvested in their business activity
- Media exposure
- Up to 1 year of **mentoring** with experts of Loro Piana on topics agreed with the Maison

Private visits to the factories of the Maison Loro Piana, to
deepen understand the production processes and the savoir-faire of the artisans and technicians involved

### 2024 edition



# Timeline 2024

1	20 <sup>th</sup> February – MFW	<i>Press Conference and opening of the applications</i>
2	15 <sup>th</sup> May	Closing of the applications
3	31 <sup>st</sup> July	<i>Preselection of the 9 finalists (3 for each category)</i>
4	16 <sup>th</sup> or 17 <sup>th</sup> September – MFW	Award ceremony

# Jury

- Fabrizio Plessi (artist Jury President)
- Chantal Gaemperle (Group Executive Vice President Human Resources and Synergies LVMH)
- Toni Belloni (Group Managing Director LVMH)
- Alexandre Boquel (Director of ME LVMH)
- Marco Granelli (President of Confartigianato Imprese)
- Moreno Vignolini (President of Confartigianato Moda)
- Carlo Capasa (President of CNMI)
- Damien Bertrand (CEO Loro Piana)
- Eric Darrieus (COO Loro Piana)
- Lucia De Cet (Virtuoso 2023 Loro Piana)
- Stefania Lazzaroni (President of Altagamma)
- Francesca Ragazzi (Head of editorial content- Vogue Italia)

2024 edition

Premio Maestri d'Eccellenza



## **Press Conference**

### **LOCATION:**

Palazzo Clerici, via Clerici 5, Milano, Italy

### TIMING:

20th of February, from 11.00 to 12.00 It will be followed by a light lunch

**MODERATOR:** Danda Santini *(editor-in-chief iO Donna)* 

### SPEAKERS:

- Alexandre Boquel (Director of ME LVMH)
- Damien Bertrand (CEO Loro Piana)
- Marco Granelli (President of Confartigianato Imprese)
- Carlo Capasa (President of CNMI)
- Verabuccia (Winner Maestro dell'Innovazione d'Eccellenza 2023)

### **PHOTO:** Stephane Feugère **VIDEO:** Walter Cutrupi



#### CONFERENZA STAMPA

MARTEDÌ 20 FEBBRAIO 2024 dalle 10.45 alle 12.00

> Palazzo Clerici Via Clerici 5, Milano



Premio Maestri d'Eccellenza

# Ceremony – winners award

### vip 2024 edition

#### LOCATION:

Milan, Italy

#### TIMING:

16th or 17th of September From 7 to 8 pm

**MODERATOR:** Danda Santini (editor-in-chief iO Donna)

#### SPEAKERS:

- Alexandre Boquel (Director of ME LVMH)
- Damien Bertrand *(CEO Loro Piana)*
- Marco Granelli (President of Confartigianato Imprese)
- Carlo Capasa (President of CNMI)
- TBC

#### AUDIENCE

- Press mainly Italian
- Main stakeholders and collaborators of ME LVMH
- Main stakeholders and collaborators of the other partners

### 2023 edition

**LOCATION:** Palazzo Reale, Sala delle Cariatidi, Milan, Italy

**TIMING:** 19th of September - from 7 to 8 pm

**MODERATOR:** Nicoletta Polla Mattiot (*Htsi and 24hours Editor*)

#### SPEAKERS:

- Toni Belloni (Group Managing Director LVMH)
- Serge Beunshwing (CEO Fendi)
- Carlo Capasa (President of CNMI)
- Marco Granelli (President of Confartigianato Imprese)
- Francesco Pellerano (WW Industrial Director Fendi)
- Marco Vignolini (President of Confartigianato Moda)
- Francesca Pasquali (artist)
- Simona lannini *(artisan)*
- Alexandre Boquel (Director of ME LVMH)
- Damien Bertrand (CEO Loro Piana)

#### AUDIENCE - around 100 pax

- Press mainly Italian
- Main stakeholders and collaborators



2023 edition

Premio Maestri d'Eccellenza

# Winners – 2023 edition

Maestro Artigiano d'Eccellenza

### **Fabio Ottaviano**



Product: cameos

Artisanal workshop situated in Portici (NA) specialized in the art of cameos. Fabio realizes his products through the hand engraving of shells, mother of pearl or hard stones. The creations of the workshop are distinguished by the fusion of tradition and contemporary taste.

<u>He will realize the physical prizes that will be</u> <u>given to the winners of the 2024 edition.</u> Maestro Emergente Artigiano d'Eccellenza

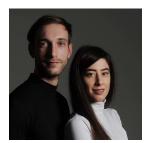
Ilariusss — Ilaria Soncini



Product: hats

llariusss is a real contemporary millinery: she creates eccentric and scenic hats, often collaborating with prestigious fashion brands and using different materials and practices, from embroidery to dyeing to metal structures. Maestro dell'Innovazione d'Eccellenza

### Verabuccia®



Product: clothing with waste materials from the food industry

#### Verabuccia<sup>®</sup>

was created by a duo of young Romans. She is a designer, and he is an engineer: together they created a new materials for tailoring and packaging starting from the recovery of fruit peel. A circular economy project to fight against the waste.