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## Sainte Courtisane by Laura Bihl wins Ramponi Prize at White Milan February 2017

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FASHION

### SAINTECOURTISANE

TWO IMPORTANT NOVELTIES FOR THE FIFTH EDITION OF PREMIO RAMPONI AT WHITE MILANO:

THE WINNER IS

LAURA BIHL FROM SAINTE COURTISANE

The contest conceived by Alfredo Ramponi is now international and at WHITE MILANO it has awarded the appeal of the French brand Sainte Courtisane. Starting from this edition the contest is open all year round.

In 2017 Premio Ramponi focuses on expansion with two important novelties for the contest's fifth edition: on the one side, the first prize awarded to a French designer sanctions the international scope of the initiative, on the other side, the official communication of an important change enabling designers to apply all year round, with no limited time-windows and crazy deadlines.

Selected by Premio Ramponi's board owing to her excellent compliance with the criteria of creativity, innovation, research and planning, **Laura Bihl, founder and designer of the brand SAINTE COURTISANE**, is going to showcase her creations at WHITE MILANO on 25th, 26th and 27th February 2017.



Following her tailoring studies, **Laura Bihl**, driven by a need for independence, **founded SAINTE COURTISANE in 2013**. The 27-year-old French designer proposes a long-lasting and essential apparel concept, featuring ascetic purity and refinedness going well beyond the seasonal trends.

Thanks to the patron company Ramponi, leader in the sector of apparel and accessories as producer of stones, crystals and laser processing techniques, to the collaboration with the cutting-edge fashion show WHITE and to the publisher Nuova Libra, SAINTE COURTISANE is going to showcase its collection in a special space in Via Tortona 35, visited by top buyers from across the globe.



A change in the contest's rules enables the contest to be a real network of talents, envisaging ongoing commitment and long-term support. Considering the enthusiasm with which the previous editions have been greeted and the remarkable quality and quantity of the applicants, the contest will be open all year round. All applicants need to do, is connect to Ramponi website, download the contest's rules, select their category and send in their application.

«This evolution of Premio Ramponi is part of a lengthier support path that will further mature over the next seasons. Under this novel guise, the contest aims to create a permanent support network, allowing the professional growth of designers while keeping the creative process independent», so Alfredo Ramponi.

#### LAURA BIHL – SAINTE COURTISANE

*SAINTE COURTISANE is a French womenswear brand founded in 2013. The label focuses on a – fully Made in France – wardrobe consisting of timeless items designed for "long-term usage". The pure lines feature silhouettes that are the essence of effortless elegance. In order to define the brand's hallmarks, SAINTE COURTISANE has drawn from sculptor Brancusi's philosophy: "Simplicity is complexity make simple". The designer pushes her inspiration into the realm of tactility, employing different kinds of fabrics and processing techniques. The outcome elevates the ascetic refinedness through exquisite details. Sainte Courtisane's legend is an invitation to lift the mystery veil of femininity.*



*Influential, independent and cultivated, free both in body and in spirit, the saint and the court lady are timeless characters, who can inhabit their paradoxes. "La Sainte Courtisane" is an unfinished work by by Oscar Wilde, whose original draft was never found. The brand, supported by Maisons de Mode, a project that supports emerging designers from Northern France, opened its first store in Lille in November 2015.*

#### RAMPONI SRL

*In 1988 Alfredo Ramponi inherited his father's company, an excellence in the processing of plastic materials. His passion for stones and minerals led him to create the first synthetic crystal. Over the years the company went on investing in new technologies and became specialized also in laser processing and stapled studs, which allowed it to conquer the most prestigious prêt-à-porter and haute couture names. With values like social responsibility, ethics, environmental protection, promotion of welfare activities, today the company operates in sectors like "sport and entertainment", so as to promote the territory and "pursue the welfare of communities through associative projects and organisations". As part of development policies in line with this entrepreneurial philosophy, the company from Como has promoted its own social and sustainability balance, organizational model, management and control for crime risk prevention and Ethical Code. If technology, innovation, the focus on the digital realm, as well as the partnerships and collaborations with the world of fashion and sport represent the future, the search for a virtuous model of expansion of the company also envisages forms of patronage, whose first and foremost example is symbolized by the Ramponi Award.*

[www.saintecourtisane.fr](http://www.saintecourtisane.fr)

**SAINTECOURTISANE**

27th February 2017