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L'Inde le Palais, venue of the Time Award 2016 edition

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WHITE'S TIME AWARD EVENT TO DEBUT
IN THE US

By Maria Cristina Pavarini

Time Award, a contemporary fashion project for young designers involving a series of trunk shows, will extend its reach to include US buyers. Time Award, which is organized by Italian tradeshow White and the Italian Chamber of Fashion Buyers in partnership with Lancia, launched in 2014 and has since arranged four trunk shows per year, involving Italian jury members from top multibrand stores including Mario Dell'Oglio, owner of Dell'Oglio Store in Palermo and president of Italian Chamber of Fashion Buyers; and Jacopo Tonelli of L'Inde le Palais (Bologna). As from 2017, three American buyers will join the current jury, allowing winners to participate both in Italian and US based trunk shows. The US jury members are: Lauren Forst of Kirna Zabete (New York); Krystle Kemp of Need Supply (Richmond, Virginia); Sharon Hadar and Melanie Chokron of H Lorenzo (Los Angeles).



Mya Bag by Luca Larenza: Installation

On May 4 2016, as part of the Time Award 2016 edition, L'Inde le Palais hosted a special trunk show for the launch of Mya Bag – a piece designed by one of this year's Time Award winners - Luca Larenza - in collaboration with Alcantara and the car brand Lancia Ypsilon. During the event, Massimiliano Bizzi, founder White Milano, commented: "We're proud of the Time Award platform as it presents some of the most beautiful Italian stores and most promising designer projects worldwide. It's important to highlight fashion design that is different and innovative, and not only focus on the low-cost and luxury markets," he added, while thanking Tonelli for hosting the event in his store. Tonelli opened his first concept store in 2001, alongside running his own apparel manufacturing company near Bologna, which produces apparel for international top designer brands. He also manages two brands of his own that also focus on top quality and research – Amen and Attico.

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