

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 Italian 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.

Under the patronage of



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.

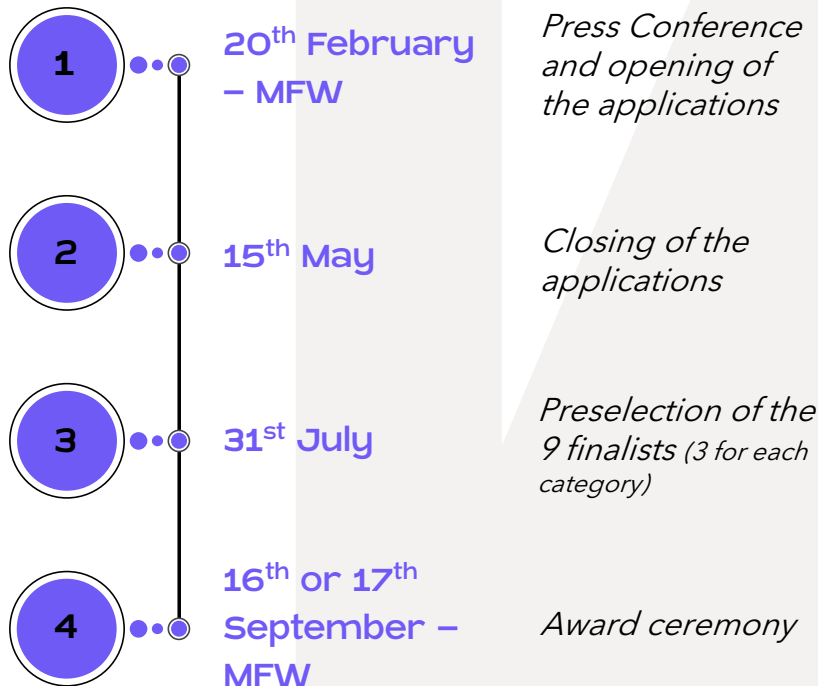
Partners 2024



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

Timeline 2024



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*)

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



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.

He will realize the physical prizes that will be given to the winners of the 2024 edition.

**Maestro Emergente
Artigiano d'Eccellenza**

**Ilariusss – Ilaria
Soncini**

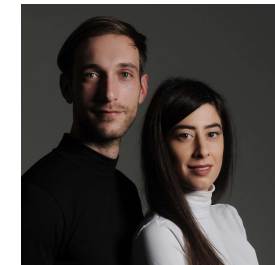


Product: **hats**

Ilariusss 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® 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.