



Camera Nazionale della Moda Italiana

FASHION HUB COMPETITION Designers for The Planet

OPEN CALL

25 February -3 March 2025

This year too, Fashion Hub, Camera Nazionale della Moda Italiana's emerging brand event, is opening its doors to a new generation of talents in order to acclaim and promote them at national and international level.

The February edition will take place from 25 February to 3 March 2025 at the prestigious Palazzo Giureconsulti (short walk from Duomo) and feature collections by a selection of promising emerging brands which will be able to show their creations and meet buyers, the media and industry professionals.

The competition will be open from 18 October to 18 November 2024 and all emerging brands and Italian startups that primarily produce in Italy active on the market for no longer than 10 years may apply. The project has a specific focus on environmental and social sustainability and circular economy.

A panel of experts will select eight brands, which will be able to show their collections in the "Designers for The Planet" section of CNMI's Fashion Hub. The deadline for submission of projects is 18 November 2024.

MATERIAL TO SUBMIT

To apply to participate, applicants must send the following material to the email address fashionhub@cameramoda.it:

- Application form (attached hereto);
- Description of the brand's commitment to the cause of environmental and social sustainability;
- Designer's CV;
- Lookbook of last two collections (SS25 and FW24/25);
- Showroom/stores where the brand is distributed;
- Press review on the brand and list of any trade fairs or other events the brand has taken part in to date;
- Any other material on the next collection (drawings, sketches, moodboards, storyboards, images, references, etc.).

Participation in the project is free of charge.

HOW TO PARTICIPATE

Fashion Hub 2025

Art.1 – Requisites for participation

Fashion Hub is open to all emerging brands and Italian startups that primarily produce in Italy active on the market for no longer than 10 years.

Brands may submit their applications by compiling the Application Form attached to the competition announcement and sending them by We Transfer to the email address fashionhub@cameramoda.it along with the designer's CV, the lookbook of the of last two collections (if any), showroom/list of stores where the brand is distributed (if any), a press review and any other material (optional).

Art.2 – Timing

- From 18 October to 18 November 2024 – call for applications open on the website www.cameramoda.it and receipt of applications.
- After the closing of the call, a panel will assess all the applications received and choose the most meritworthy projects.
- By the end of January, the names of the selected brands will be announced, after which they will be invited take the next steps in the competition.

Art.3 – Submission of applications

Applications must be sent by We Transfer to the email address fashionhub@cameramoda.it. The application email must contain:

- Fully compiled application form;
- Detailed written presentation of the project;
- Designer's CV;
- Lookbook of last two collections (SS25 and FW24/25), if any;
- Showroom/stores where the brand is distributed,), if any;
- Press review on the brand;
- Any other material on the next collection (drawings, sketches, moodboards, storyboards, images, references, etc.).

Art.4 – Expert panel's judgement criteria

Projects will be judged on the following criteria:

- commitment to sustainability;
- creativity;
- innovation;
- narrative capacity;
- production quality.

Participation in the Fashion Hub will be deemed a prize and an accolade in itself. All brands taking part in the competition will therefore be considered winner. Other prizes and/or accolades may be announced during the Fashion Hub at CNMI's discretion.

Art.5 – Promotion of the competition

Camera Nazionale della Moda Italiana will promote the competition through its Press Office, on the website www.cameramoda.it and on its social channels.

The brands involved may talk about and promote their personal initiatives online using their own websites and social channels subject to approval of such communications by Camera Nazionale della Moda Italiana.

Art.6 – Copyright

Project copyright will remain the ownership of its author. CNMI reserves all rights to publish and disseminate images. Applicants therefore agree that images of the collections may be used by CNMI for promotional activities and in publications to be used for media campaigns and online advertising.

Applicants undertake to produce their capsule collections and not infringe any 3rd party intellectual or industrial property rights. In this connection, applicants personally undertake to hold CNMI harmless against any damages, charges or expenses and substitute it in any legal proceedings arising from protests lodged by 3rd parties regarding the outfits produced or any other complaints about adverse effects suffered by 3rd parties.

CNMI has full discretionary power to consider accepting any applications received that do not fall within the above-listed types of presentations and/or projects.

CNMI in any case reserves the right to assess applications received and select them.

In cases of failure to sign the forms for acceptance by 18 November, Camera Nazionale della Moda Italiana will not be able to include or assess the project.

SIGNATURE

(For acknowledgement and acceptance)

For further information: fashionhub@cameramoda.it

APPLICATION FORM

CONTACTS

BRAND NAME

DESIGNER NAME

PRODUCT CATEGORY (WOMENSWEAR, ACCESSORIES, ETC.)

EMAIL

PHONE

COMMUNICATION

WEBSITE

FACEBOOK

INSTAGRAM

TWITTER

PINTEREST

APPLICATION FORM

GENERAL INFORMATION

BRAND HEADQUARTERS (TOWN, COUNTRY)

DATE ESTABLISHED

NUMBER OF EMPLOYEES

SHOWROOM

ANNUAL TURNOVER

SUSTAINABILITY COMMITMENT



Camera Nazionale della Moda Italiana

PRIVACY NOTICE PURSUANT TO ART. 13 OF THE GDPR RELATING TO THE PROCESSING OF PERSONAL DATA

Camera Nazionale della Moda Italiana with registered office in Milan, Piazza Duomo, 31 (hereinafter "**CNMI**"), as controller of personal data, in carrying out its activities pays the utmost attention to the security and confidentiality of personal data and, pursuant to article 13 of EU Regulation no. 679/2016 (General Data Protection Regulation, "**GDPR**"), provides the following information.

WHAT PERSONAL DATA CAN BE PROCESSED

The following categories of personal data concerning individuals (including legal representatives, agents and/or staff of a legal entity) (hereinafter, "Data Subjects") may be processed:

- **Personal and contact data** - name, surname, telephone number, email address, address/domicile, Vat number, enrolment in professional registers and orders where applicable;
- **Payment data** - information necessary for any payment due, where applicable (e.g. IBAN);
- **Information concerning the receipt and opening of e-mail sent by CNMI** - this information is collected by means of web beacons, tracking tools included in newsletters sent as small images (jointly considered "personal data").

HOW TO COLLECT PERSONAL DATA

CNMI collects and processes personal data directly from the Data Subjects or third parties (for example, from the company in relationship with CNMI). In the case of personal data referring to the Data Subjects communicated by the company involved in the relationship with CNMI, the company must first ensure that the Data Subjects have read this Privacy Policy. CNMI kindly requests Data Subjects' cooperation in keeping personal data up to date, informing it of any changes.

FOR WHAT PURPOSES PERSONAL DATA MAY BE USED

CNMI may process personal data for one or more of the following purposes, having the legal basis indicated from time to time.

a) Establishment of the relationship, performance of services

CNMI can process personal data in order to establish and to manage the consequent relationship, as well as to perform information services, also consisting in sending communications relating to events, training initiatives, workshops, working tables (hereinafter all the "**Events**"), and organisational services of such Events in the area of fashion (hereinafter the "**Services**"). Legal basis: performance of contractual / pre-contractual obligations. The provision of data is mandatory to manage requests, to execute the existing relationship or the requested Services and to manage participation

of Data Subjects for Events; otherwise we will not be able to manage the relationship, as well as to perform our Services. In relation to information collected through web beacons about the receipt and opening of e-mails sent by CNMI, the legal basis for the processing is the legitimate interest of CNMI to ensure the proper functioning of the service and to improve its functionality. This tracking tool can be disabled through the browser settings. You can usually find these settings in the "options" or "preferences" menu of the browser used. More information about tracking tools is available by visiting www.cameramoda.it and clicking on the "Cookie Policy" button.

b) Compliance with legally binding requests to fulfil legal obligations, regulations or decisions of the judicial authorities and/or by supervisory and control bodies.

CNMI can process your personal data to comply with legal obligations to which it is subject. Legal basis: legal obligations, which CNMI is obliged to comply with. The provision of personal data for this purpose is mandatory because otherwise CNMI will be unable to comply with specific legal obligations.

c) Defense of rights during judicial, administrative or extrajudicial proceedings, and in the context of disputes arising in relation to the services/activities offered.

CNMI may process personal data to defend its rights or act or even make claims. Legal basis: CNMI legitimate interest in the protection of its rights.

HOW WE KEEP PERSONAL DATA SAFE AND WHERE

CNMI uses adequate security measures in order to improve the protection, security, integrity and accessibility of personal data. All personal data are stored on our protected servers (or suitably archived hard copies) or on those of our suppliers, and are accessible and usable according to our standards and our security policies (or equivalent standards as regards our suppliers). Our servers are located within the European Economic Area (EEA).

HOW LONG WE RETAIN DATA

We retain personal data only for the time necessary to achieve the purposes for which they were collected or for any other legitimate related purpose, for a maximum period of 10 years following the termination of the relationship with CNMI, where applicable. Personal data that are no longer necessary, or for which there is no longer a legal basis for their retention, will be irreversibly anonymised or safely destroyed.

WHO CAN WE SHARE PERSONAL DATA WITH

Duly authorized employees as well as any external suppliers who support us in our activities (e.g. information service providers; consultants) or who are involved in providing our Services or organizing Events (e.g. speakers at working tables, event or conference organizers) - appointed, if necessary, data processors - may have access to personal data. Please contact us at the following email address: privacy@cameramoda.it if you wish to be informed about the list of data processors and other subjects to whom we communicate the data.

DATA PROTECTION RIGHTS AND RIGHT TO LODGE COMPLAINTS WITH THE SUPERVISORY AUTHORITY

Under certain conditions provided by the GDPR, the data subjects have the right to ask CNMI:

- the access to personal data;

- the copy of the personal data provided us (so-called portability);
- the rectification of the data in its possession;
- the erasure of any data for which CNMI no longer has any legal basis for processing;
- the limitation of the way in which CNMI processes personal data, within the limits established by the GDPR.

Right to object: the data subjects have the right to object at any time, on grounds relating to their particular situation, to the processing of their personal data carried out by CNMI which is based on legitimate interest. The request to exercise the right to object must be addressed to the email address privacy@cameramoda.it.

The exercise of these rights is subject to some exceptions aimed at safeguarding the public interest (for example the prevention or identification of crimes) and CNMI interests. In the event of exercise any of the aforementioned rights, it will be CNMI's responsibility to verify that the data subjects are entitled to exercise it and it will be given feedback, normally within a month.

For any complaint about the processing of personal data, CNMI will make every effort to respond to any concerns. However, the data subjects can lodge complaints to the competent data protection authority, in Italy the so called "Garante Privacy" (<https://www.garanteprivacy.it/home/autorita>) or take appropriate legal action.

Contacts:

The contact details of CNMI, as data controller, are:

privacy@cameramoda.it

tel. 02/7771081