

# Talent de Intima



## Creative young talents supported by Intima...

For **over 15 years**, the “Talent de Intima” section has been a constant support to young and talented fashion designers. Showcasing the creative background of these promising talents, as well as their collections, the now-famous column has already enabled a great number of young lingerie designers to launch their brands to the fashion world by awarding them the necessary publicity and media coverage. Appreciated and well-read by **many boutiques**, this section allows retailers to discover innovative brands and designers who will make a difference.

## ...as part as a grand-scale project at the Salon International de la Lingerie in Paris in winter and at Mode City – Salon International du Swimwear et de la Lingerie in summer

In 2010, to build on its success and further develop the project, Intima teamed up with the world’s most prestigious lingerie and swimwear tradeshow, namely the Salon International de la Lingerie held in January and Mode City, the Salon International du Swimwear et de la Lingerie held in July, offering the winner of “Talent de Intima” a complete exhibition package offering maximum exposure at the tradeshow in Paris.

## Become the new “Talent de Intima”

Twice a year in December and June under the “Talent de Intima” project, the editorial team at Intima magazine selects a young designer to benefit from the complete “Talent de Intima” package, helping them to launch their brand.

### 10 pages throughout Intima Media Group’s TALENT section:

- 2 editorial pages in Intima (France), 2 editorial pages in Linea Intima (Italy)
- 2 editorial pages in The Best of Intima (North America),
- 2 editorial pages in Intimoda (Russia), 2 editorial pages in Intima Asia (China and South East Asia)

And an **article on every magazine’s blog**

With a value of around € 20.000

**6 advertising pages with the “Talent de Intima” logo** (image provided) to use over a 12 month period in the following magazines: Intima, Linea Intima, The Best of Intima, Intimoda and Intima Asia.

With a total value of around € 24.000

**The winner will be awarded a complete exhibition package at either the Salon International de la Lingerie in winter or the Salon International du Swimwear et de la Lingerie in summer**, which is worth around € 3.400 (including a 9m<sup>2</sup> booth in the “young designers” area, one collection item presented on the runway, one product presented at the trend space) or the same amount to spend at the tradeshow if the brand is already exhibiting.



**Intima**

**Linea intima**

**The best of Intima**

**INTIMA**

**INTIMODA**  
by Intimagroup



MODE CITY  
— SALON INTERNATIONAL —  
DE LA LINGERIE ET DU SWIMWEAR  
PARIS



SALON INTERNATIONAL  
— DE LA LINGERIE —  
PARIS

# Talent de Intima



## CONDITIONS AND HOW TO APPLY

### Who Can Participate?

Applying\* to "Talent de Intima" is free of charge and open to all young designers within the lingerie, nightwear, beachwear, loungewear and hosiery sectors, who have a year's experience in the field and who haven't previously taken part in "Talent de Intima".

\*Only those entries whose application has been duly completed (comprising the necessary documentation) and received within the requested deadline shall be considered for the competition.

### How to Participate?

To apply to the selection process, please send us the following documents:

- **Your resume**
- **A cover letter** outlining why you would like to participate and what makes you an ideal candidate.
- **A presentation file of the brand and a detailed description of your latest collection** (your inspiration, line and collection descriptions ; shapes, materials, colors etc.) while specifying the season and the retail price range.
- **A portrait photo of the designer(s)** (high resolution 300 dpi, 10x15cm minimum format)
- **At least 5 high resolution photos of the brand's latest collection** (modeled collection pieces, 300 dpi, 21x29cm minimum)

### Entry evaluation period:

**October to December for the winter edition**

**April to June for the summer edition**

### Deadlines for the receipt of all entries:

**December 3rd for the winter edition**

**May 24th for the summer edition**

### 3 FINALISTS

The editorial team at Intima will select 3 finalists who will then have to send at least 3 samples of their new collection for the final selection within 10 days of being notified. All samples will be returned.

**Where to send your application: [redaction@intimagroup.com](mailto:redaction@intimagroup.com)**

**Where to send samples:**

**INTIMA France**

**C/O Géraldine Ohrt**

**Pisani Editore**

**Via Cristoforo Colombo, 1**

**20094 Corsico (MI) – Italy**

All incomplete and/or submission packages received after the deadline will not be considered.

for further information: [redaction@intimagroup.com](mailto:redaction@intimagroup.com)

Intima

Linea intima

the best of  
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