

ICE Agência - Escritório de Maputo

We inform you that as part of the promotional activities in support of cocktail and evening clothing, accessories, and jewellery for women, men and children, ITA Agency is organizing an event in Vietri sul Mare (Salerno – Italy) by the Independent Fashion Talent Association (IFTA), with the support of the Campania Region and other local institutions, and for the first time in collaboration with CNA Federmoda.

The event will be held on 19-20-21 July 2022 in Vietri sul Mare in various locations and is divided into B2B events and meetings for the clothing and jewellery sectors, with the aim of supporting companies and young Made in Italy designers. At the following link, you can find the list of Italian participating companies: www.edshow.it/brand-list-2022/

If you are interested to attend to the event and B2B meetings in person you can send an email to maputo@ice.it by June 18, 2022.

For the invited operators, ICE Agency will cover the costs of travel, accommodation, and transfers to and from the airport, as well as cover the costs for business lunches and interpreting.

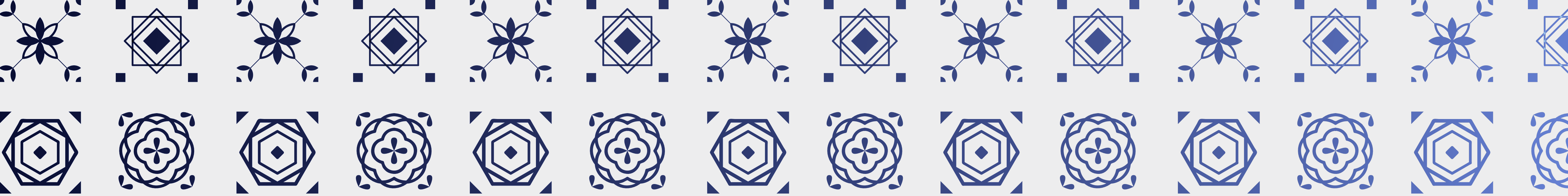
The program of activities in English is attached, indicating that it is not yet in the final version and may be subject to changes. The services offered by the ICE Agency are exclusively those indicated above, relating to incoming.

IFTA[®]

EVENING SHOW

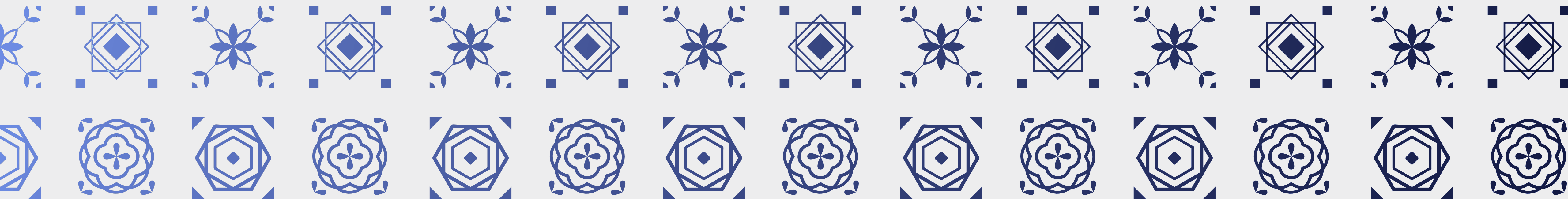


JULY 19th /20th /21st
VIETRI SUL MARE



IFTA EVENING SHOW

International Showcase featuring evening dresses,
accessories and talent show



The project is renewed with the union of two historical IFTA events: the Evening Dresses show and the talent IFTAWARDS.

IFTA EVENING SHOW



EVENING
DRESSES/
SHOW



ITALIAN FASHION
TALENT AWARDS



IFTA
EVENING SHOW



EVENING DRESSES SHOW TRADE SHOW

Courtyards, gardens, shops and hotels will be transformed into suggestive and exciting showrooms. With the help of a route-map, buyers and visitors will be able to immerse themselves in the seductive streets of the village enriched, for the occasion, with design installations.

IFTA EVENING SHOW





EVENING DRESSES SHOW FASHION SHOW

The streets of the village of VIETRI sul Mare, with its shops overflowing with color, are transformed into a catwalk to welcome the parade of brands on display.

IFTA EVENING SHOW

IFTA AWARDS

IFTA Awards promotes young stylists from leading Italian fashion and design academies and institutes.

IFTA EVENING SHOW



IFTA AWARDS

12 FINALISTS

competing with a micro collection of three evening dresses.

A JURY OF EXCELLENCE

will meet and discuss the proposals with the talents, touching every single aspect with hand.

UN FORMAT

that will give space to moments of promotion and meeting for talents thanks to the presence of the jury, the press and buyers.

THE PRIZE

consists in the production of the micro collection entirely financed by a company in the sector.

AN IMMERSION

in the world of fashion with shootings, masterclasses, interviews, exhibitions and fashion shows.

IFTA EVENING SHOW

EDITION 2022





PRESS & MEDIA SHARING

The presence of the press and media will give greater notoriety to the event both nationally and internationally.

The Guardian

THE SUNDAY TIMES

gettyimages®

Il Sole **24 ORE**

la Repubblica

CORRIERE DELLA SERA

CORRIERE DEL MEZZOGIORNO

Il Messaggero

IL MATTINO

MFIMILANO FINANZA

MF

L'UNIONE SARDA

la Città

il Quotidiano^{del Sud}

IFTA EVENING SHOW

DIGITAL MEDIA PLAN

The digital strategy will involve various media and channels with the aim of giving greater prominence and visibility to the event, to the activities and to guests involved.

IFTA EVENING SHOW





IFTA OPEN AIR (outside the salon)

IFTA OPEN AIR is the artistic path that winds along squares, courtyards, terraces and gardens of the village of Vietri Sul Mare during the three days of **Ifta Evening Show**, involving together local design companies and those of local ceramics.

The spaces of greatest artistic interest will be set up and made available for the installation of design works by the participating companies

The exhibition project can be edited in collaboration with young designers or students of Italian design academies through an expression of interest.

IFTA EVENING SHOW

IFTA EVENING SHOW

THE PROGRAM

EDITION 2022

DAY 1 July 19th

START AT 3 PM
Opening
Sala Consiliare

START AT 4 PM
B2B Ifta Evening Jewels
Sala Consiliare

FROM 10 AM TO 6 PM
Shooting Ifta Awards
Borgo Storico • Vietri Sul Mare

START AT 8 PM
Fashion Show Ciringuito Wear
Molo Marcina

START AT 10 PM
Ifta Party
Molo Marcina • Vietri Sul mare

DAY 2 July 20th

START AT 10 AM
Intimate Fashion Show
Lloyd's Baia Hotel

FROM 10 AM TO 6 PM
Shooting Ifta Awards
Borgo Storico • Vietri Sul Mare

START AT 2 PM
Accessories + Evening wear
Borgo Storico • Vietri Sul Mare

START AT 8 PM
Gala Dinner
Garden Hotel Bristol • Vietri Sul Mare
(Dress Code Black Tie)

DAY 3 July 21st

START AT 10 AM
Meeting Ifta Awards jury with finalists
Hotel Bristol

FROM 10 AM TO 6 PM
Shooting Ifta Awards
Borgo Storico • Vietri Sul Mare

START AT 8.30 PM
Fashion Show Italian Fashion Awards
Lloyds Baia Hotel

START AT 10 PM
Ifta Fashion Party
Villa Comunale • Vietri Sul Mare



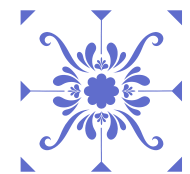
IFTA EVENING SHOW MAPS



PALAZZO SURIANO



HOTEL BRISTOL



LLOYD'S BAIA



VILLA COMUNALE



CORSO UMBERTO



PALAZZO COMUNALE



SQUARES, COURTYARDS, TERRACES, AND GARDENS

IFTA EVENING SHOW



THE RESULTS OF THE 2021 EDITION
THE RESULTS OF THE LATEST
EDITION UNDERLINE THE GROWTH
OF THE PROJECT

60
Fashion Companies

40
International Buyers

40
Italian Buyers

2000
visitors

20
Showroom

10
Television Stations

35
Newspapers

3000
streaming links in 78
countries around the
world (ICE platform)

IFTA EVENING SHOW



PARTNER IFTA 2022

EDITION 2022



Comune di
Vietri sul Mare



IFTA EVENING SHOW



IFTA[®]
EVENING SHOW



JULY 19th /20th /21st
VIETRI SUL MARE