



FROM WASTE TO BEAUTY

Borderless Fashion Design Exhibition with Awards
1st September – 20th September 2025, Nova Gorica - Gorizia

Benedetti Life, in collaboration with **GO! 2025** and the **International Lab of Mittelmoda - The Fashion Award**, invites fashion designers and students to participate in an inspiring exhibition and competition celebrating the art of upcycling. Showcase your creativity by transforming waste into beauty for a chance to exhibit your work in store windows across Nova Gorica and Gorizia from **1st September to 20th September 2025**, during the **European Capital of Culture 2025**.

This exhibition plays a crucial role in the future of fashion by promoting innovation, sustainability, and the transition to a circular economy, encouraging designers to rethink waste and create environmentally responsible, stylish solutions.

Win prestigious awards and gain unique opportunities to elevate your career.

The award ceremony will take place on **13th September 2025 at 7:30 PM**, just before the Benedetti Life Fashion Show, under the arcades of the **Palace of the Municipality of Nova Gorica, Slovenia**.



AWARDS FOR THE WINNERS

MITTELMODA Award

Step into the spotlight at the **International Lab of Mittelmoda – The Fashion Award**, one of the world's most prestigious fashion platforms for emerging talent. Present your designs on their celebrated catwalk at the **November 2025 fashion show** in Gorizia, Italy. This is your chance to showcase your creativity and craftsmanship to an international audience of industry leaders, media, and fashion enthusiasts, gaining invaluable exposure and elevating your career on a global scale.

THE BICESTER COLLECTION FOR EMERGING DESIGNER Award

Gain invaluable mentorship from leading experts dedicated to fostering emerging talent and promoting a sustainable fashion industry. As part of the Bicester Collection **Mentorship Programme**, the finalist of the BLife Eco Contest will embark on a **one-month educational journey**. This program offers insights from The Bicester Collection's professionals and industry leaders, designed to accelerate your professional development.

ART & PARFUMS MILANO Award:

Present your creation at **Art & Parfums Milano**, the epitome of luxury perfumery, located within the prestigious **Bugatti Valsecchi Museum**. Situated in the heart of Milan's renowned fashion district, between the iconic **Via Montenapoleone** and **Via della Spiga**, this exclusive venue offers a setting of unparalleled elegance. During **Milano Fashion Week**, this prime location becomes the epicenter of style, providing exceptional visibility and connecting you with a discerning, fashion-savvy audience that values creativity and sophistication.

GLOSS Special Media Award:

Win an exclusive interview in **GLOSS Magazine**, one of the most prestigious Slovenian fashion magazines with over a decade of tradition. Your work will have the opportunity to shine alongside the most celebrated talents in the region, gaining unparalleled visibility in a context of great relevance in the fashion world.

BENEDETTI LIFE Award:

Win **€500** worth of premium, **sustainable textiles** from **Benedetti Life**, a global leader in eco-friendly fashion. With materials like olive leather, organic cotton, and eucalyptus-based fabrics, you will have access to cutting-edge textiles that not only elevate your next collection but also embody the future of fashion. Sustainable textiles are essential in reducing environmental impact, offering luxurious alternatives that align with a growing demand for ethical and responsible fashion.



KEY DETAILS

- **Entry Fee:** None. Participation is completely free.
 - **Number of models:** 1-7 max
1. **Eligibility:**
 - Open to designers, artists, and students worldwide.
 - Individual and team entries are accepted.

HOW TO APPLY

To participate in the Benedetti Life ECO Contest, please follow these steps:

1. **Prepare Your Submission in PDF document:**
 - Include **photos of your design** (front and back), either modeled or clearly displayed.
 - Provide detailed information about:
 - The **materials used** in your design.
 - The **concept** behind the creation.
2. **Personal Details:**
 - Include your **name & surname, address, date of birth, email, and phone number** and a short biography of the designer(s).
3. **File Format:**
 - Compile all information into a single **PDF document**.
4. **Email Your Submission:**
 - Send your PDF to info@benedetti.life.
 - Use the subject line: **ECO Contest**.
5. **Deadline:** Ensure your application is submitted by **30th May 2025**
The finalists will be announced on **30th June 2025**.
6. **Exhibition:** Finalists will need to send their creations to Nova Gorica or deliver them in person to the location, where they will be placed on the assigned mannequin. They will be notified about this in advance.
September 21st, they will need to collect their creations either in person or through postal delivery at the designated address. All details will be communicated to them in a timely manner.



ENTRY CRITERIA

- Sustainability Focus:**
 - Designs must be created using at least **70% recycled, upcycled, or repurposed materials**.
- Innovation and Creativity:**
 - Entries should demonstrate **originality and ingenuity** in transforming waste materials into fashion from Ready-to-wear to Haute Couture.
- Environmental Impact:**
 - Entrants must provide details on the materials used, their origin, and how they were transformed.
- Artistic and Conceptual Strength:**
 - The collection or piece should tell a **compelling story** about sustainability, circular fashion, or the transformation of waste into beauty.
- Craftsmanship and Quality:**
 - Pieces must exhibit **high-quality workmanship**
 - Designs should be finished and presented to professional standards.
- Ethical Standards:**
 - Designs must not exploit or harm any individuals, animals, or communities during the production process.

Selected designs will be part of an exclusive exhibition celebrating circular economy. Designers may also be asked to participate in promotional activities, including interviews or showcasing their work.

JURY

REPRESENTATIVES OF THE INTERNATIONAL LAB OF MITTELMODA

The International Lab of Mittelmoda is one of the most prestigious and long-standing international fashion competitions, founded in 1993 in Italy. It serves as a global platform for emerging fashion designers, connecting young talent with industry professionals, brands, and institutions. Over the decades, Mittelmoda has built a reputation for discovering and fostering creative minds, providing them with opportunities to showcase their innovative designs on an international stage.

MAJA WEISS Fashion Designer

Maja Weiss is a trailblazing Slovenian fashion designer based in Paris, blending her unique vision with world-class expertise. A graduate of the prestigious Royal Academy of Fine Arts in Antwerp, Maja quickly made her mark by working with some of the most iconic names in fashion, including Celine, Vetements, Y/Project, Balenciaga, Stella McCartney, and Acne Studios. With over a decade of experience, Maja has transformed her creative prowess into a dynamic career as an independent consultant. She collaborates with global fashion houses from France and Italy to China, bringing her refined aesthetic and innovative approach to each project.

METOD ČREŠNAR

Associate Professor, Fashion Designer, Costume Designer, and Stylist

Metod Črešnar is a fashion designer, costume designer, and stylist. After graduating from the Faculty of Natural Sciences and Engineering in Ljubljana, he completed a master's degree at the renowned Central Saint Martins in London. He has been actively involved in the Slovenian and international textile and footwear industries, designing fashion collections and providing styling and visual marketing consulting.

He teaches at the Faculty of Design in Ljubljana and regularly lectures at the Faculty of Technology in Banja Luka. His work has been showcased at national and international exhibitions and events, earning him numerous awards and recognitions.



MSc. LADEJA GODINA KOŠIR

Founder and Director of Circular Change / Co-chair of ECESP

MSc. Ladeja Godina Košir is an internationally recognized co-creator of the circular economy, founder of Circular Change Institute, and co-chair of the European Circular Economy Stakeholder Platform (ECESP) in Brussels. With her passion and vision, she has inspired audiences at over 300 events in more than 30 countries, from Scandinavia to Latin America. As a lecturer and expert in circular economy, she collaborates on the development of circular roadmaps for countries worldwide, actively participates in think tanks, boards, and juries, and regularly publishes in professional journals. She has received prestigious awards, including the Circular Leadership Award (Davos WEF 2018), EUwomen4future (2020), and the Elle Style Green Award (2024), and was appointed an Expert on Climate Innovation by Climate KIC in 2024.

THE BICESTER COLLECTION

Created in 1995, The Bicester Collection has reimagined the boundaries around the worlds of luxury retail, hospitality, live music and sports entertainment, curating extraordinary experiences for the world's most discerning guests. Located in Europe, China and North America, The Bicester Collection's 12 Villages are world-renowned as iconic, open-air shopping destinations. Each offers the world's best brands at incredible value, as well as celebrated restaurants and peerless services.

The Bicester Collection brings together extraordinary live music and sports experiences at the first third-generation UBS Arena serving the New York metro area (home to the New York Islanders ice hockey team), a pioneering concert venue featuring the Isles Lab Team concept store. The Collection's award-winning hotel destinations, Mission Pacific Beach Resort and The Seabird Ocean Resort & Spa (with its Michelin-starred restaurant, Valle; celebrated Sunny's Spa & Beauty Lounge; and locally curated boutique The Ozone), are vibrant destinations in Southern California's hidden gem, Oceanside.

The Bicester Collection exists to be experienced in the real world. To be actual, not virtual. To be lived. Discover more at www.TheBicesterCollection.com

MSc. TEA HEGEDUS

Editor GLOSS magazine

Tea Hegedus is the editor of *GLOSS Magazine*, a prominent Slovenian fashion and lifestyle publication. With a keen eye for contemporary trends and culture, she leads the magazine's editorial direction, focusing on fashion, beauty, and design. Under her leadership, *GLOSS* has become a vital platform for both established and emerging talent, shaping the conversation around style and innovation in the fashion industry.

NIKA VEGER

Sustainability Blogger and Influencer

Nika Veger is a leading Slovenian blogger and influencer in the field of sustainability, with over 20 years of experience in content creation. She participates in EU campaigns to raise awareness about sustainability, and her work is highly regarded by media outlets and organizations. An award-winning beauty blogger (Grazia) and a nominee for the Elle Style Award in sustainability, she proves through her content that sustainability and responsible consumerism belong on social media.

MATEA BENEDETTI

Founder of Benedetti Life, Associate Professor, and Fashion Designer

Matea Benedetti is a pioneer in sustainable and animal-friendly luxury fashion, known for her innovative creations showcased at the Oscars, Venice Film Festival, and Cannes. Her work, recognized by Vogue Italia and industry icons like Suzy Menkes and Livia Firth, reflects a commitment to ethical practices and eco-friendly materials. As a speaker at events like COP28, she advocates for sustainable approaches in fashion, inspiring positive change in the industry.

Unleash your creativity and help shape the future of sustainable fashion!



GO! 2025
NOVA GORICA
GORIZIA

Evropska prestolnica kulture
Capitale europea della cultura
European Capital of Culture



REPUBLIKA SLOVENIJA
MINISTRSTVO ZA KULTURO



MESTNA OBČINA
NOVA GORICA



EUROPEAN CAPITAL
OF CULTURE



REGIONE AUTONOMA
FRIULI VENEZIA GIULIA



IO SONO
FRIULI
VENEZIA
GIULIA