

RELEASE of the Competition of young designers "Generation NEXT"



Vitebsk (Belarus).

The application period for the **Generation NEXT Competition** has ended, and it has already become incredibly popular! Contestants have submitted a huge number of applications - 407 in the Textile, Costume and Graphic Design categories and areas. Applications were received from 37 public and private higher and secondary educational institutions in Russia, 4 higher schools in Belarus, Kazakhstan and the UK, including the cities of St. Petersburg, Moscow, Vologda, Yekaterinburg, Ivanovo, Kazan, Krasnodar, Krasnoyarsk, Kuznetsk, Kursk, Magas (Ingush Republic), Maykop (Republic of Adygea), Murmansk, Novosibirsk, Rostov, Rostov-on-Don, Cheboksary (Chuvash Republic), Shakhty, Yugra (Khanty-Mansi Autonomous Okrug), Yaroslavl, Minsk and

The finalists selected by the competition experts will gather on **October 17-20, 2024** in St. Petersburg at the **Fashion Industry exhibition** site in the CEC EXPOFORUM, in Pavilion E at the first Forum of Creative Youth and will create a single space at the stand of the **Generation NEXT Young Designers Competition**.

Artistic Director of the Competition, Maya Kuznetsova, notes that many competition projects deserve attention. Young designers work well with the material, enthusiastically explore national roots and present their vision of modern fashion. The competition partner, head of the United Editorial Board of ModaNews.ru and Fashion 24/7 Ilya Tikhonov, noted that the competition has collected a large number of applications and many fashion industry companies have supported the competition. The organizer of the Fashion Industry exhibition and the Creative Youth Forum, the Farexpo Exhibition Company, continues to work on identifying talented creative students and promising young designers to ensure a personnel reserve for the light industry, involving them in the professional environment and supporting them at the stage of building a career.

Partners of the Competition: fashion.ru, moda.ru, alfer.group, community.rf, competition.rf, riamoda.ru, Textillegprom exhibition, modanews.ru, moda247.ru, Fashion magazine, TM Holofiber, TM Pantone.

If you want to become a partner of the competition and provide prizes to the finalists, contact the head of the competition Maya Kuznetsova next-2015@rambler.ru or the exhibition management moda@farexpo.ru , +7 (812) 718-35-37 (ext. 680, 685).



We will be glad to see you at the Forum of Creative Youth and the Competition "Generation NEXT" at the exhibition "Fashion Industry" from October 17 to 20, 2024 in the CEC EXPOFORUM, pavillon E.