

THE WINNER OF 2003 CONCOURS INTERNATIONAL DES JEUNES CRÉATEURS  
DE MODE HAS BEEN ANNOUNCED

Pfaff Sewing Machines and the VSM Group congratulates the winner of  
2003 International Young Fashion Design Talent Contest

As one of the main sponsors of Concours International des Jeunes Créateurs de Mode, one of the world's most prestigious international competitions for fashion students, Pfaff and the VSM Group are proud to make known the winner of the 2003 contest. The lucky winner of Concours International des Jeunes Créateurs de Mode is Claudia Bertolero from Peru. The final was held last night at Carousel du Louvre in Paris. The same Carousel du Louvre used for international catwalk shows by celebrated designers during Paris Fashion Week.

Pfaff Sewing Machines, part of Swedish industrial concern VSM Group are together with Air France and La Ville de Paris main sponsors of Concours International des Jeunes Créateurs de Mode. Lill Nylén, PR Manager of the VSM Group says "As one of the world's biggest actors on the sewing machine market it is important for Pfaff to help and support young international fashion design talents. Our aim is to create an interesting collaboration between young designers and the Swedish industry, and together generate new and innovative design".

This is the second year in a row that Swedish industrial giant Pfaff Sewing Machines and the VSM Group are sponsoring Concours International des Jeunes Créateurs de Mode. Pfaff and VSM Group have established a special Pfaff prize, where the winner receives a top of the line sewing machine, Pfaff creative 2144, and the winner is chosen by Lill Nylén, PR Manager and Sewing expert of the VSM- group. This year's winner of the Pfaff prize is O-Seok Kwon from France. The motivation is that the elegant, sophisticated as well as beautifully embellished creation fits well with the Pfaff Brand Values. The craftsmanship was as well at the highest level.

A Pfaff creative 2144 is also given to the competition's over all winner Claudia Bertolero who also receives 3.000 euros as well as a one- year grant to one of the fashion schools under Chambre Syndicale de la Haute Couture Parisienne. Members of the jury were some of Paris' most internationally renowned fashion journalists from legendary papers such as Le Figaro and renowned television station France 3, along with celebrated designers such as Pierre Cardin and Francois Lesage.

Concours International des Jeunes Créateurs de Mode has been called the world's most prestigious international competition for fashion students. The annual event, with fashion students from leading fashion schools from all over the world, has been running for two decades. The much sought after award is distributed at a ceremony held in Paris every year. Participation in Concours International des Jeunes Créateurs de Mode can be the beginning of a successful career at one of the internationally famous fashion houses, whose representatives are often seen in the audience hunting for new fashion talents. This year's edition of the competition had over 100 participants from ten different countries. Every year a theme is chosen for the students to interpret and they are free to create a garment according to the theme. This year's theme was 'Tradition et Modernité'. The creator behind Concours International des Jeunes Créateurs de Mode is Fédération de la Couture, du Prêt-à- Porter des Couturiers et des Créateurs de Mode in Paris.

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