

# With Love Halston Fashion Scholarship Special Award at IED Barcelona \*

With Love Halston Inc. is a non-profit corporation established in 2023 with a mission to provide scholarships to rising design students and to promote education on the history of American fashion, particularly the work of Halston, elevating its legacy to the next generations. Each year, with the support of the Nando and Elsa Peretti Foundation (NaEPF), a contest is held to identify the new voices of fashion and design partnering with different fashion schools worldwide. Eight students are chosen to design and produce one garment inspired by Halston in Ultrasuede or other materials. With Love Halston will be the judging committee with an industry guest judge and will award a prize of US 10.000 to the winner, while deserving students will receive scholarships, the opportunity to have their fashion illustrations published in FIDA worldwide and commemorative Elsa Peretti Tiffany & Co. heart shaped award boxes.

The 15 October, 2024 the With Love Halston Fashion Scholarship Special Award ceremony was held at IED Barcelona as part of the O80 Barcelona Fashion. The award highlights the creativity and talent of emerging designers in the fashion industry and celebrates how With Love Halston and the NaEPF have come together to promote the work of young talents through scholarships. Present at the ceremony were Andrea Marchesi, director of IED Barcelona, Pilar Pasamontes and Julia Weems, heads

of Fashion School of IED Barcelona, Lesley Frowick, founder and director of The Halston Personal Archives, and Laura Cornejo senior curator of the NaEPF on behalf of the Foundation. In her speech, Laura Cornejo spoke of the common goal of the NaEPF and With Love Halston: "Both With Love Halston and The Nando and Elsa Peretti Foundation are dedicated to deepening the understanding of Halston and Elsa Peretti's legacy so that their work ethics and aesthetics continue to inspire the new generations of artists and designers." (Read the full speech). The winner, Virginia Ceruti from IED Barcelona, presented a look inspired by the Classic Greek Mythology designed in line with Halston's aesthetic, sustainability and marketability criteria. "Elegant, sophisticated and with a unique understanding of fabric drape, Halston redefined the New York woman's fashion look of the time with a clean, liberated style. Participating in this challenge has been an unforgettable opportunity for IED to pay homage to Halston, one of the most iconic designers of the 20th century." Said Pilar Pasamontes, head of Fashion School of IED Barcelona.