



08/07/2016
PRESS RELEASE

Justin Smith wins “Generali Future Award” 2016

Generali award to support creativity and innovation will be presented in Trieste on 16 July, at the final evening of ITS (International Talent Support)

Trieste – British fashion designer Justin Smith has won the “Generali Future Award” 2016, presented by the company to young and talented creatives with strong business sense. This is the second edition of the Award, which will be presented in Trieste on 16 July, at the final evening of ITS (International Talent Support).

In a highly dynamic and fast-moving knowledge economy, supporting creativity and innovation means facilitating the growth of high value-added businesses. Through the Award, Generali recognises and supports innovative projects by people who turn their talent into a business, creating products and services that interpret and respond to people’s changing needs.

“We want to support talented people who have innovative ideas and are then able to turn them into reality,” says **Simone Bemporad, Group Director of Communications and Public Affairs at Generali.** *“Our company has always been committed to designing and offering products and services that improve people’s quality of life, investing in innovation and the ability to do business.”*

Britain’s Justin Smith, 38, is a previous finalist of ITS, the international talent scouting platform, and embodies the very best the project of the Generali award. Distinguished by his innovative and experimental vision, Smith will receive a cash prize and complimentary insurance cover.

Graduated with an MA in millinery from the Royal College of Art, he has created his own label J Smith Esquire. He has since collaborated with brands including Stella McCartney, Moschino, Manish Arora and Aganovich. Justin Smith passionately upholds the traditions of millinery, whilst redefining classic headwear, challenging conventions and technique alike. J Smith Esquire’s bespoke work includes a prestigious portfolio of clients in a range of sectors, including cinema. For example he worked on the film ‘Maleficent’, designing the iconic headwear worn by Angelina Jolie.

Media Relations

press@generali.com
T +39.040.671577

Sonia Sicco

Institutional, Culture and CSR
T +39 0406799894
M +39 3358401768
sonia.sicco@generali.com

www.generali.com



The first edition of the Generali Future Award was given to the designer Aitor Throup in 2015.

THE GENERALI GROUP

The General Group is among the world's leading insurers, with total premium income exceeding € 74 billion in 2015. With over 76,000 employees in the world, present in over 60 countries, the Group has a leading position in Western Europe and an increasingly significant presence in the markets of Central and Eastern Europe and in Asia. In 2015, Generali was the sole insurance company included among the 50 smartest companies in the world by the MIT Technology Review.