

# COCO★SON

## ROSSELLA LEANZA WINS FIRST EDITION OF COCO SONG AWARD

The “**Liè féng in colours**” project by **Rosella Leanza** has won the first edition of the **Coco Song Award**, the contest organised by **Area98** in collaboration with **Harim Accademia Euromediterranea** to offer young talents in the world of design the opportunity to present their own take on the celebrated Coco Song collection.

For her project, Leanza – who is in the third year of a four-year Fashion Design degree – drew inspiration from the art of ceramics, which reached stunning level of sophistication during the Song dynasty, becoming one of the most emblematic facets of Chinese culture from the period. By focusing on the concept of form, which plays an important role in Song ceramics, Leanza devised and produced a pair of glasses that – thanks to the unique finish on the acetate – recreate the fissures that appear when the ceramics are fired. Presented in bold colours, the texture is offset by the two-tone sunglasses lenses, making for a high-impact pair of frames that – despite being highly original – stay true to the Coco Song philosophy and strengths.

The official unveiling of the winner of the Coco Song Award took place at Silmo following a selection processes whereby prototypes made by the five final finalists were evaluated on the basis of their degree of uniqueness, wearability and marketability, as well as for their alignment with the brand’s target market and the overall quality of the frames, from design to production.

Leanza’s delight was matched only by that of Area98, which was enthused by the achievements of the initiative and the new creative ideas put forward by the contestants. The company was also very satisfied with the success the competition has enjoyed both inside and outside the company. “The success of this competition has far surpassed our expectations,” says Coco Song Art Director Elisio Tessaro. “The response from everyone who has contributed, even partially, to the outcome of the competition – students and teachers from Harim, employees, clients, commercial partners and the media – really has been extraordinary. We’re already working to organise the next edition of the initiative.”

For more information, please visit [www.area98.it](http://www.area98.it) or follow us on Facebook ([facebook.com/area98eyewear](https://facebook.com/area98eyewear)) and Instagram ([@area98eyewear](https://instagram.com/area98eyewear)).

### **About Harim Accademia Euromediterranea**

Based in Catania, Harim Accademia Euromediterranea provides professional training in the fields of fashion, jewellery, photography, interior and product design and communication. Its main objective is to make the Mediterranean a new hub creativity and to showcase the impact that design and fashion can have on the cultural and economic wellbeing of the entire Mediterranean region.

### **Press contact:**

**ZED\_COMM** – Iliaria Invernici - Tel. +39 02 36550569 - Mob. +39 346 6237911 - [ilaria@zedcomm.it](mailto:ilaria@zedcomm.it)