

## Triumph Inspiration Award 2010

***“Shape Sensation” is the new design challenge for young designers in the third year of the worldwide lingerie design competition***

**Munich, 18.02.2010**

For the third year, Triumph International, one of the world’s leading lingerie and shapewear brands, invites young students from world-renown fashion schools to prove their creativity in an international design contest of the highest calibre. The winning designs from 29 countries will need to impress a prestigious international jury at the grand final, this year held in the fashion metropolis of London, as well as the worldwide online community at [www.triumph-inspiration-award.com](http://www.triumph-inspiration-award.com).

By interpreting the design theme “Shape Sensation”, upcoming talent will take centre stage with their multinational view of shapes and silhouettes in the Triumph Inspiration Award 2010. This year, for the first time, a one-piece may be entered instead of only a two-piece bra and briefs, but the big goal remains the same: the young designers must win over the jury with the inspiration and creativity of their unique showpiece.

“Shaping women with lingerie that brings out the best in them while praising and encouraging their uniqueness is at the core of our business. We are excited to see which facets of shape fascinate young creatives from across the world”, says Suzanne McKenna, Triumph’s Global Brand Manager.

Again, prize money temptingly awaits the winner of the Award. The first prize is 15,000 Euro, while the second and third place winners will receive 10,000 Euro and 5,000 Euro respectively. Along with this financial help - which will provide the launch pad for a successful design career - the international winner, aided by the Triumph design team in Hong Kong, will have the unique opportunity of turning their showpiece into a commercial product, available as a limited edition at Triumph’s own stores and at specially selected outlets from September 2011.

### **Decision time in London**

During the London Fashion Week in September 2010, the 29 national winning showpieces will be presented to an internationally renowned jury (names to be announced) at the grand final in London. All entrants will have previously qualified through national heats.

During its glamorous, international final event, 2008 in Beijing and last time in Milan, an international renowned expert panel decide who has presented the most inspired, and inspiring, lingerie design.

The experts are among the best the fashion world has to offer Dutch design duo *Viktor & Rolf*; Danish top model *Helena Christensen*; German fashion photography icon *Ellen von Unwerth*; colette’s chief purchaser and creative director *Sarah from colette*; *International Model QiQi* as well as two time Academy-Award winning actress, *Hilary Swank* and *Franca Sozzani*, editor-in-chief of *Vogue Italia* have been among the prominent jurors of the past two years.

For information please see:

<http://multivu.prnewswire.com/mnr/prne/triumph/40783>  
[www.triumph-inspiration-award.com](http://www.triumph-inspiration-award.com)

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*Triumph International is one of the world's largest underwear manufacturers. The company enjoys a presence in over 120 countries with its core brands Triumph®, sloggi®, Valisère® and HOM®. Triumph employs more than 40,000 people; in 2008, the company achieved a turnover of CHF 2.37 billion.*

[www.triumph.com](http://www.triumph.com)