

# Silvia Tcherassi and Istituto Marangoni Miami Come Together to Create a Scholarship to Support Emerging Fashion Talent in Colombia

**Bogotá, October 15, 2024** – Renowned designer Silvia Tcherassi and top fashion and design school Istituto Marangoni Miami (IMM) announce the launch of the “Silvia Tcherassi Scholarship.” This initiative aims to foster emerging talent in Colombia’s fashion industry by offering young designers a unique opportunity for education and development.

The scholarship, awarded annually, will provide four spots for Colombian designers: one full scholarship for a one-year intensive course in Fashion Design at the prestigious Istituto Marangoni Miami, and three partial scholarships covering 50% of the tuition for any IMM program, such as Fashion Business, Fashion Design, Fashion Styling, or Interior Design.

Silvia Tcherassi, one of the most recognized and influential figures in design, emphasized the importance of this scholarship as a catalyst for developing national talent. “We live in an era where interest in fashion and fashion content is greater than ever. Young talents need more than passion; they need education, discipline, and a clear vision to succeed in this dynamic and challenging industry,” Tcherassi noted. “This scholarship is the first step for emerging designers to channel their creativity into something relevant and productive,” she added.

The recipient of the full scholarship in Fashion Design will not only receive world-class academic training but also have the opportunity of an apprenticeship program at Silvia Tcherassi’s company. This apprenticeship will offer immersive experiences in key areas of fashion, from design to production, including sales and marketing.

“We want the winners to experience the real workings of a brand, which will complement their education and motivate them to create their own label and business,” the designer emphasized.

Istituto Marangoni Miami CEO and President, Hakan Baykam, highlighted the significance of this collaboration for the school, saying, “Colombia holds a special place for us at IMM. As Miami serves as a bridge between Latin America and the U.S., and with such a large Colombian population here, we believe strongly in supporting the immense talent coming from Colombia. This partnership with Silvia Tcherassi reinforces our commitment to nurturing the future of fashion and design in both regions.”

The call for applications is open to Colombian students aspiring to stand out in the fashion industry. To apply, candidates must present a four-piece capsule collection that reflects their vision. Additionally, they must submit a 500-word personal statement in English, explaining the concept behind their collection, along with inspiration boards and mood boards.

Tcherassi stressed that they are not only looking for talent but also for an individual vision that breaks away from imitations and stereotypes. "Fashion is an art form deeply connected to the creator's environment, but it must go beyond pre-established trends. We are looking for applicants who dare to express their vision authentically."

The designer also reflected on her own path in the industry, recalling that although she studied interior design, that education was crucial in understanding the language of color, shapes, and textures. "Talent is innate, but it is in universities and through practical experiences where that talent is shaped and grows," she expressed.

Key dates for the Silvia Tcherassi Scholarship application process are as follows:

- Application launch: October 21, 2024
- Submission deadline: February 2025
- Winner announcement: April 2025
- Classes start: July 2025

The selection process for the Silvia Tcherassi Scholarship will be rigorous, with a jury composed of Silvia Tcherassi herself and esteemed faculty members from Istituto Marangoni Miami. This expert panel will carefully evaluate each applicant's portfolio, creativity, and personal vision to select the winners who demonstrate both exceptional talent and a unique perspective in fashion design. The jury's goal is to identify those who are poised to make a lasting impact in the industry.

For more information on application requirements and details of the selection process, visit the official website of the Istituto Marangoni or Silvia Tcherassi.

<https://www.istitutomarangonimiami.edu/>

## About Silvia Tcherassi

Silvia Tcherassi is a Colombian fashion designer and internationally renowned entrepreneur with over 35 years of experience in the industry. Her style is characterized by the fusion of traditional and contemporary elements, and she was recently recognized as one of the ten most outstanding Latin creators by the prestigious industry publication Women's Wear Daily (WWD). The Silvia Tcherassi Scholarship reflects her commitment to the development of emerging talent in Latin America.

## About Istituto Marangoni Miami

Founded in 2018 by Hakan Baykam, Istituto Marangoni Miami is a dynamic hub where fashion, design, and education intersect. Located in the heart of the Miami Design District, the school blends global expertise with local insights, offering a range of programs from Bachelor of Fine Arts degrees and Vocational Programs in Fashion Design, Styling, Business, and Interior Design to Master's degrees in Fashion & Luxury Brand Management, Fashion Design, and

Interior Design, among other programs. With a commitment to shaping the future of these industries, it fosters creativity and innovation, guided by a team of European instructors and local professionals.