

PRESS RELEASE

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Neo. Fashion'

Neo.Fashion. Announces Juries for Best Graduate Award 2026

- **A high-caliber lineup of international fashion industry experts**
- **A powerful connection between industry, talent development, and promotion**
- **Best Digital Fashion Design jury reflects defining themes of tomorrow**

Berlin, June 16, 2026 — For its 10th edition, running July 2–4 in Berlin, Neo.Fashion. once again assembles high-caliber juries: alongside the jury evaluating the best graduate collections from nearly all German fashion schools, the Digital Fashion Award by CLO features its own independent, interdisciplinary panel. Renowned experts from fashion, industry, talent development, and emerging digital fields bring their perspectives to the selection process. Through both juries, Neo.Fashion. reaffirms its commitment to supporting creative talent holistically — from classical design and entrepreneurial development to the digital competencies that will define the industry's future.

The juries determine the winners across four categories of the Neo.Fashion. Awards, presented as part of the Best Graduate Award Show: Best Design, Best Craftsmanship, Best Sustainability Concept and Best Digital Fashion Design. Two separate juries handle the evaluation — one for the digital category, one for the analog categories — giving students the benefit of dual expertise and visibility.

Mauro Grimaldi chairs the jury for the Neo.Fashion. Best Graduate Award. A long-standing partner of Neo.Fashion. and internationally networked industry expert with senior roles at leading fashion houses, Grimaldi is today based at Richemont and leads the AZ Academy in Milan — a talent development program focused specifically on the entrepreneurial growth of emerging designers, supported by high-level coaching.

Benjamin Saulnier represents the Fédération de la Haute Couture et de la Mode as a jury member. The organization oversees Paris Fashion Week and is widely regarded as one of the most influential institutions in the international fashion industry. Saulnier

leads its Sponsorship and Business Development activities and is also responsible for the development of Villa Noailles.

The jury is further strengthened by **Magalie Guérin**, Deputy Director of Villa Noailles — an internationally acclaimed cultural center for design and fashion. The Villa hosts the prestigious Festival of Hyères, which has launched the careers of numerous globally successful designers. Guérin has dedicated decades to the promotion and development of design talent.

Sabine Maeulen, Fashion Director at Burda, adds extensive publishing expertise to the jury. Her focus lies on the media framing of fashion, with particular emphasis on visibility and positioning within an editorial context.

A New Jury for Best Digital Fashion Design

In parallel, Neo.Fashion. presents the Best Digital Fashion Design award — first awarded in 2025 and this year presented and sponsored by CLO, the world's leading provider of 3D fashion design software. The jury brings together leading experts in 3D design, digital product development, and AI-driven creative processes. The panel was assembled by Franziska Englberger, who has led the digital strand of Neo.Fashion. since 2024. The Digital Fashion Award by CLO positions itself as a platform for innovation and a catalyst for the next generation of designers working at the intersection of fashion and technology.

As Academic Lead for the DACH region at CLO, **Anja Demuth** brings deep expertise at the intersection of fashion, textile, and surface design. Drawing on her experience in both industry and higher education, she supports educational institutions across the German-speaking world in integrating cutting-edge 3D fashion software effectively and forward-lookingly into their curricula.

Amsterdam-based digital fashion designer **Anna Liedtke**, known in the scene as aschno, captures reality through complex virtual creations that blend traditional tailoring and pattern construction with photorealistic textures. Her expertise — currently expanded through real-time rendering in Unreal Engine 5 for immersive spaces — is

grounded in formative leadership roles as Content Director at The Fabricant and Senior Project Manager at HUGO BOSS.

Sevda Albers brings the jury a distinguished photographer and AI creative with more than 25 years of experience in visual communication for top agencies and global brands including H&M and Zalando. Shaped by her cultural roots, she now uses artificial intelligence as a pioneering tool to create visual worlds defined by inclusivity and diversity.

Fashion designer (M.A.) and certified 3D artist **Julia Mittermeier** is a leading voice in digital fashion development and AI-driven workflow integration. Her passion lies in the sustainable transformation of the industry through the efficient translation of creative visions into digital processes — expertise she also shares as a lecturer at the 3D Akademie Stuttgart.

Gabriela Kosel, clothing technologist and 3D artist at HUGO BOSS AG, brings strong cross-disciplinary expertise that bridges traditional craftsmanship with state-of-the-art simulation technologies. She shares this in-depth knowledge as a lecturer at leading universities and is currently expanding it further as an active researcher and doctoral candidate in textile technologies at TU Chemnitz.

As an expert at Betty Barclay Group, **Jasmin Tomm** supports the company in integrating 3D product development and digital processes. She demonstrates how virtual workflows can drive efficiency and advance sustainability across the international fashion business.

Neo.Fashion. — At a Glance

Neo.Fashion. is Germany's most versatile platform and network for emerging fashion designers. Since 2017, it has offered graduates of fashion and design schools, as well as up-and-coming independent labels, a professional stage to present their collections. As an established fixture of Berlin Fashion Week, Neo.Fashion. showcases the best graduates from across Germany in runway shows, showrooms, and digital formats. With the founding of the nonprofit Neo.Fashion. e.V. in 2025, the initiative was institutionalized as a permanent association, now supporting talent year-round through competitions, workshops, mentoring programs, and international collaborations. Neo.Fashion. stands for diversity, innovation, and sustainability in fashion, fostering an environment where interdisciplinary exchange and the connection between creativity

and commerce take center stage. Strategic partners include the Fashion Council Germany and the German Textile and Fashion Federation (Gesamtverband textil+mode). More information at www.neofashion.de

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