Zalando Visionary Award moves to Milan in partnership with Fondazione Sozzani

- **Zalando brings the Visionary Award to Milan, evolving its connection to the international fashion industry and creating new opportunities for emerging designers.**
- **Hosted by Fondazione Sozzani, the partnership champions a shared ambition to lift new creative voices and initiatives that positively contribute to the fashion industry.**
- **Applications open on November 5 for the 2027 Zalando Visionary Award, creating new opportunities for emerging fashion talent to develop and present their vision on an international stage.**
- **The 2027 award offers a €50,000 prize, mentorship and communications support to help the winning talent bring their vision to life.**



Berlin, November 5, 2026 // Zalando, the leading European technology platform for fashion and lifestyle, announces the next chapter of the Zalando Visionary Award. In 2027, the award will be presented in Milan and hosted by Fondazione Sozzani, one of Italy's most prestigious institutions for fashion, photography and design, and a pillar of Milanese fashion heritage.

The Zalando Visionary Award recognises the makers of the future by putting the spotlight on designers and brands with a visionary approach to creating inspirational change within

the fashion industry. To apply, they must show how they are driving meaningful change in one or more of the three pillars: design, innovation and social impact.

The collaboration brings together two organisations with a shared belief in the importance of supporting emerging creative talent. Fondazione Sozzani is an iconic cultural institution dedicated to fashion, photography and design through exhibitions, publications and talent development. By combining Zalando's scale and commitment to supporting designers with Fondazione Sozzani's cultural platform, the 2027 award seeks to give visionary talent greater opportunity to develop and present their work.

Sara Spännar, VP Brand & Creative at Zalando, says: *"At Zalando, we are passionate about giving access to new opportunities and experiences for our brand partners, customers and new talents within the fashion industry. With this award, we see our role as being an active enabler of emerging fashion talent. We cannot wait to open applications and discover the next generation of brands that are shaping the future of fashion*."

Eloisa Siclari, General Manager Southern Europe, says: *"Milan is where creativity meets craft and production at the highest level. We are proud to bring the Zalando Visionary Award here, and to work with Fondazione Sozzani to give emerging designers the practical support to turn bold ideas into real collections, and gain broader international visibility."*

Sara Sozzani Maino, Creative Director of the Fondazione Sozzani, adds: "*The future of fashion belongs to those who dare to challenge conventions, embrace new perspectives, and use creativity as a force for positive change. At Fondazione Sozzani, we believe in the importance of nurturing talent and giving a voice to a new generation of visionaries who are redefining the industry. Hosting the Zalando Visionary Award is an opportunity to celebrate creativity with purpose, innovation, and the courage to imagine a more responsible and inclusive future. "*

Applications for the 2027 award open on November 5 and close on December 4, 2026, inviting emerging fashion talent to apply. The winner will receive a €50,000 prize alongside mentorship from industry professionals and communications support to bring their vision to life.

The 2027 jury brings together an international group of voices from across fashion and culture:

- Christiane Arp, Former Editor-In-Chief of Vogue Germany
- Edward Buchanan, Creative Director and Cultural Advocate
- Jeanie Annan-Lewin, Contributing Fashion Editor at British Vogue
- Sara Spännar, VP of Brand & Creative at Zalando
- Sara Sozzani Maino, Creative Director of the Fondazione Sozzani
- Angelo Flaccavento, Fashion writer & critic

Following four successful editions in collaboration with Copenhagen Fashion Week, celebrating the unique approach of the winning brands INSTITUTION, IAMISIGO, Sinéad O'Dwyer and Paulino Russo, the transition to Milan marks an evolution for the program.

To apply for the Zalando Visionary Award, click here.

About the Zalando Visionary Award

The Zalando Visionary Award, established by Zalando in 2023, recognises the makers of the future by putting the spotlight on designers and brands with a visionary approach to creating meaningful change within the fashion industry and beyond. An international jury of industry thought leaders and Zalando representatives selects the winner.

The Award is built around three core pillars:

- Design: Brands with a unique aesthetic that reflects their identity and individuality. Their designs hold a contemporary relevance that resonates with the current cultural, social, and market context of the fashion industry.
- Innovation: Brands that apply innovative techniques and practices to produce forward-thinking collections. This might include sourcing new materials, introducing unconventional dyeing techniques, or incorporating advanced technology into their supply chain.
- Social impact: Brands that are driving diversity, equity and inclusion within their business operations, marketing and product assortment. They advocate for social change and positively influence the well-being of marginalised communities.

About Zalando
Founded in Berlin in 2008, Zalando is the leading European technology platform for fashion and lifestyle. The Zalando group connects more than 63 million active customers with over 7,000 brands across 29 markets. Our operations are built on a unique AI-powered data and infrastructure platform. For our customers, our multi-app approach - comprising Zalando, ABOUT YOU, and Lounge by Zalando - delivers an inspiring, highly personalised shopping experience, serving different customers with different needs. For our partners, we are building the operating system for e-commerce. Through ZEOS, Tradebyte, and SCAYLE, we open our logistics, software, and service capabilities to brands and retailers, enabling them to seamlessly scale their businesses across borders. For further information, please visit: corporate.zalando.com/en.

About Fondatione Sozzani
Fondazione Sozzani is a cultural institution established in Milan by Carla Sozzani in 2016, dedicated to the promotion of photography, culture, fashion, and the arts. The Foundation has taken over the legacy of the Galleria Carla Sozzani and continues its important public mission, which the gallery has carried out since 1990. Sara Sozzani Maino oversees and coordinates projects focused on education, responsibility, and emerging creatives.
For further information, please visit fondazionesozzani.org