

WHAT'S MORE ALIVE THAN YOU US



Lucia Pontremoli's drawing
designer selected by second WHAT'S MORE ALIVE THAN YOU™ creative call.
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THIS IS US

FASHION'S GOT A NEW PERSPECTIVE – YOU!

WHAT'S MORE ALIVE THAN YOU™ THIS IS US.

WHAT'S MORE ALIVE THAN YOU™ is a new italian brand producer of high-end shoes, bags, and contemporary jewellery. Fashion items for its collections are designed by university students of art, architecture, interior and fashion design from 92 countries and professionals from the fashion and design industries as well as those who, regardless of age, have good ideas and wish to see them realized and rewarded.

The name **WHAT'S MORE ALIVE THAN YOU™** reveals the philosophy behind our products and our mission - striving to give fashion a new perspective by producing real artworks you can wear, conceived by people from all over the world and aimed at all those who are looking for shoes, bags and contemporary jewellery which tell a story and give a personal meaning, reaching beyond the fleeting trends of fashion.

PIONEERS IN A NEW KIND OF FASHION.

People from all over the world who join our creative calls are the pioneers of a new perspective of fashion and their projects will become real and will open a new frontier.

WHAT'S MORE ALIVE THAN YOU™ is the first-ever international entity to actively involve people from all over the world and transform this practice into a production process. There are myriads of faces, names, cultures and experiences behind our collections.

WHY A CREATIVE CALL?

WHAT'S MORE ALIVE THAN YOU™ launches some creative calls each year for original ideas for shoes, bags, and contemporary jewellery.

There is not a single winner, but many winners. It is impossible to know beforehand how many people or projects will be selected for each call, as there are no pre-set limits. There is also no age limit for people submitting their ideas, and you do not need to be a fashion, art or design professional to respond. All you need is a good idea and the desire to see it become real.

So - our creative calls are open to everyone and winners are all rewarded in the same way.

There is a substantial difference between standard competitions and **WHAT'S MORE ALIVE THAN YOU™**'s creative calls.



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ARTWORK SELECTION.

For each creative call, the ideas which reflect most closely the relevant theme mentioned in the announcement are short listed.

Short listing takes place after the closing date of each call. The selection panel comprises of WHAT'S MORE ALIVE THAN YOU™'s design supervisors, a technical committee of pattern makers and product development managers.

DESIGNERS' REWARDS.

The 'prize' awarded to short listed designers by WHAT'S MORE ALIVE THAN YOU™ is a mix of personal promotion, enhancement of concept development and creative skills, and remuneration coming from the sale of artworks.

This spirit lying behind our company's focus on art & fashion translates into awarding a net 6% royalty fee on each artwork sold (calculated on the public sales price, net of taxes, discounts, and returns) as long as the artwork remains on sale in its pertaining collection.

PERSONAL PROMOTION.

Every short listed project has a face and a name.

WHAT'S MORE ALIVE THAN YOU™ puts artwork designers on the front burner as they are the spine, the soul of its fashion-art mission. Their image always accompanies their creations - from the website to the product preview, from press office activities to sales campaigns.

Each artwork is delivered with the relevant designer's picture and a title attributed to it by him/her. These same data are passed on to the international press as press releases and press kits, and published in an artbook delivered with the artwork.

ENHANCEMENT OF CONCEPT-DEVELOPMENT AND CREATIVE SKILLS.

WHAT'S MORE ALIVE THAN YOU™ rewards short listed designers with a net 6% royalty fee calculated on the public sales price of each artwork. Artworks are short listed based not only on an evaluation of the style, but also on commercial grounds, as the aim is to guarantee designers the best possible sale prospects.

So the 6% royalty fee is not immediately translatable into cash, as the actual amounts depend on how successful the artwork is with the public, although our goal of course is to obtain widespread success.

WHAT'S MORE ALIVE THAN YOU™ is committed to protect and safeguard the designers' creativity, copyright and intellectual property not only for short listed projects, but for all projects submitted in response to creative calls.



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We also reward any technical ideas, inventions or innovations which may be selected from both short listed and non-short listed products.

For example, if a shoes project contains an interesting idea for a sole, an innovative material or a special construction which can be submitted for a patent application, WHAT'S MORE ALIVE THAN YOU™ will pay the relevant designer a 3% to 10% royalty fee in addition to a standard 6% if the project has passed selection and thereby engages to protect the designer's intellectual property rights, name and personal image at all times.

WHAT'S MORE ALIVE THAN YOU™ might also call previously short listed artists to complete further on-commission projects for collections or coordinates. In such cases, artists will be rewarded with both a standard royalty fee and an additional recompense for contributing to research on style.

DEVELOPMENT AND MARKETING OF ARTWORKS.

The development of your idea is totally at the charge of WHAT'S MORE ALIVE THAN YOU™. We reserve the right to modify or make minor changes to the project in order to facilitate production or, in some cases, to make production possible at all. Any modification will be agreed upon in advance with the designer.

After a prototype is developed, WHAT'S MORE ALIVE THAN YOU™'s design supervisors will decide which collection it is to be assigned to, either the PERMANENT, LIMITED or PRIVATE COLLECTION.

PERMANENT COLLECTION.

This is the core collection and gathers together the largest number of newly developed artworks. Best-selling artworks are presented as part of this collection. Here, artworks could remain on sale for years.

LIMITED COLLECTION.

The most precious, creative, complex, visionary and even crazy artworks belong to this special collection. They are designed for short-run production, individually numbered and signed by designers.

PRIVATE COLLECTION.

This collection is targeted at existing customers - those who have already accessed WHAT'S MORE ALIVE THAN YOU™'s universe by purchasing an artwork to wear. A copy of the catalogue of this collection and its updates are sent to customers on a regular basis and, as with the Permanent Collection, some items may remain in this collection for years.

Artworks are sold via e-commerce both to individuals and to a list of selected retailers and personal shoppers all over the world.

Sales campaigns are supported by an extensive international communication & marketing strategy via the internet and in collaboration with our media partners.



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FASHION'S GOT A NEW PERSPECTIVE - YOU!

The world does not need any more season-limited shoes, bags or accessories. The world is urging for long-lasting works of art, creative, handcrafted products epitomizing fresh thinking and reflecting our present time.

Visionary approach? Poetic thinking? Not at all. WHAT'S MORE ALIVE THAN YOU™ believes in individuals and gives them space. We want to see them in the spotlight offering an audience eager to stand out stories to wear, designed by people from the world over and for the world over.

WHAT'S MORE ALIVE THAN YOU™ launches a creative call twice a year via a themed announcement to be answered within 60 or 90 days depending on the time of year.

FOR FURTHER INFORMATION PLEASE
CONTACT:

FASHION-ART COMPANY HEAD OFFICE

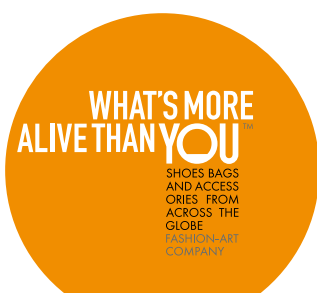
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