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ITS Arcademy – Museum of Art in Fashion outfits are designed by Aitor Throup.



Fashion Value Chain

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-By Mokshika Chauhan

Renowned UK-based creative director and artist, Aitor Throup, has embarked on a remarkable endeavor by designing the official uniforms for the ITS Arcademy – Museum of Art in Fashion. This groundbreaking institution, the first of its kind in Italy and the world, is dedicated to showcasing the early works of both emerging and established designers.

Aitor Throup's connection to the museum goes beyond his role as a uniform designer. Having once been an emerging talent himself, Throup participated in the ITS Contest in 2006, shortly after graduating from the prestigious Royal College of Art. His exceptional talent was recognized with the Collection of the Year award and the i-D Styling Award, propelling his career to new heights.

For the museum, Throup has ingeniously crafted a practical and utilitarian three-piece uniform. The ensemble consists of a top, apron, and trousers, serving as a protective layer that can be worn over the museum staff's personal clothing. By embracing a design that combines functionality and versatility, Throup has created a uniform that seamlessly adapts to the needs of the staff while reflecting the essence of contemporary fashion.

Throup's uniform design not only aligns with the museum's dedication to emerging talents but also exemplifies his distinctive artistic vision. Known for his meticulous attention to detail and innovative approach to design, Throup has once again pushed boundaries by transforming the conventional concept of uniforms into a wearable art form. The incorporation of practicality and functionality ensures that the staff can effortlessly navigate their duties while exuding a sense of professionalism and style.

As the ITS Arcademy – Museum of Art in Fashion aims to celebrate and preserve the early works of designers, Throup's contribution as a former participant adds a layer of authenticity to the project. Through his design expertise and personal journey within the fashion industry, Throup has seamlessly blended his artistic sensibilities with the museum's mission, creating uniforms that reflect both his own creative journey and the dedication of the institution to emerging talents.