

Home > News > Culture > From Trieste to Paris: Matthieu Blazy's Journey to Chanel

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December 13, 2024

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Reading Time: 2 minutes

by InTrieste

In the world of fashion, few announcements have been as highly anticipated as Matthieu Blazy's appointment as artistic director at Chanel. A designer whose career has been marked by exceptional creativity and bold steps, Blazy's trajectory has now led him to one of the most coveted positions in the industry. Yet, the seeds of this success were planted far from Paris, in Trieste, at a small but mighty institution called ITS (International Talent Support).



Founded by Barbara Franchin, ITS has long been a proving ground for emerging talent in fashion. For over two decades, the Trieste-based competition has launched the careers of some of the industry's brightest stars, including Demna (Balenciaga) and Nicolas di Felice (Courrèges). Matthieu Blazy is no exception.

In 2006, Blazy was a finalist in ITS's fifth edition, where his work caught the eye of both the audience and the jury. Among those jurors was Raf Simons, who was then at the helm of Jil Sander and would go on to lead Dior and Prada. Simons was so impressed by Blazy's designs that he offered him a job on the spot. It was a pivotal moment that propelled Blazy into the fashion stratosphere, eventually leading to roles at Maison Margiela, Celine, and Bottega Veneta, where he revitalized the brand with his innovative vision.

"ITS was the turning point," Blazy has said in interviews. "The exposure and the connections I made there gave me a foundation to dream big." At ITS, he was awarded the Maria Luisa Prize, presented by the late Maria Luisa Poumaillou, an influential retailer who championed emerging designers. It was more than just an accolade—it was an affirmation of his potential to shape the future of fashion.

Trieste, a crossroads of cultures perched on the Adriatic, provided a fitting backdrop for Blazy's early creative exploration. Known for its blend of Italian, Austrian, and Slovenian influences, the city has a long history of nurturing artistic innovation. ITS, with its mission to spotlight fresh talent, embodies this spirit.

"Matthieu's success is a testament to what ITS has always stood for: recognizing the extraordinary in the ordinary," says Franchin. "It's about finding those rare individuals who have the courage to push boundaries."

Blazy's career arc—beginning with an emotional runway show in Trieste and culminating in his arrival at Chanel—feels almost cinematic. His appointment at the French fashion house signals a new chapter, one that is expected to blend Chanel's storied heritage with his modern, eclectic vision.

As Blazy steps into his role at Chanel, the fashion world waits eagerly to see how he will reshape the iconic brand. For ITS and the city of Trieste, his success is not just a point of pride; it's a reaffirmation of their place on the global fashion map.

From a small stage in Trieste to the pinnacle of Parisian haute couture, Matthieu Blazy's journey reminds us that talent knows no borders—and that sometimes, the most extraordinary stories begin in the unlikely of places.