

## THE WHITE BLOUSE GETS THE "ESMOD TOUCH" FOR ROWENTA...

# THE 10 FINALISTS ARE...

All of the second-year students from the following schools: **ESMOD PARIS**, **ESMOD BORDEAUX**, **ESMOD LYON**, **ESMOD MUNICH**, **ESMOD RENNES**, and **ESMOD ROUBAIX**, (a total of 13 classes) have worked to design an emblematic item of women's clothing based on the theme of the "white blouse".

1 student per class was selected for their design during the first round of the competition to decide who should continue through to the semi-final. These 13 students each produced their white blouse in addition to a video clip featuring themselves ironing and presenting their blouse in an unusual setting (in the street, a park, a field, the Metro or a bar, etc.) with the brand-new "Silence Steam" steam generator iron from **ROWENTA**.

These 13 videos have been online since February 7, 2013 on the **ESMOD YOUTUBE CHANNEL** (<http://www.youtube.com/user/MsEsmod>) and have all generated a large number of views.

The 10 projects having attracted the highest number of votes will now go before the final panel at **ESMOD PARIS** on Thursday, March 7, 2013 during the presentation to the press of **ROWENTA's** new "Silence Steam" steam generator iron in the presence of a very special patron, **KEN OKADA**, a designer recognised among other things for her blouse collections.

The lucky winner will have his or her third year in one of the participating **ESMOD** schools paid for by **ROWENTA** (up to a total of €9,800).

### LIST OF THE 10 FINALISTS BASED ON "LIKES" SUBMITTED UP TO 21/02/2013 (noon):

- 1 – 644 LIKES / ESMOD PARIS 5 – ROWENTA – ZHANG XI / <http://youtu.be/E4gCmsAHK2I>
- 2 – 636 LIKES / ESMOD LYON 2 – ROWENTA – YING YING HAN / <http://youtu.be/SAIfdNdiWkk>
- 3 – 502 LIKES / ESMOD ROUBAIX 1 – ROWENTA – ANAIS SABRE / [http://youtu.be/R\\_0aZEIVeIk](http://youtu.be/R_0aZEIVeIk)
- 4 – 437 LIKES / ESMOD PARIS 2 – ROWENTA – SOPHIE LE MIERE / <http://youtu.be/Qqm2rUA4yNI>
- 5 – 372 LIKES / ESMOD PARIS 3 – ROWENTA – ARIANNA MAURO / [http://youtu.be/clva3grq\\_zQ](http://youtu.be/clva3grq_zQ)
- 6 – 267 LIKES / ESMOD MUNICH 2 – ROWENTA – SABRINA STADLOBER / <http://youtu.be/WWL38bP2AL4>
- 7 – 213 LIKES / ESMOD RENNES – ROWENTA – MARION NAUDE / <http://youtu.be/YunDyk0fMd4>
- 8 – 192 LIKES / ESMOD ROUBAIX 2 – ROWENTA – KIMBERLAY KLAYS / <http://youtu.be/a-3F1rmGxLY>
- 9 – 187 LIKES / ESMOD BORDEAUX – ROWENTA – KIMBERLEY GARREAU / <http://youtu.be/HXf1vsgftIE>
- 10 – 149 LIKES / ESMOD MUNICH 1 – ROWENTA – MELINA RAUTER / <http://youtu.be/vtCrbEfVunY>

### A big thank you to the three other students who participated up to this stage of the competition:

- 11 – 140 LIKES / ESMOD LYON 1 – ROWENTA – EVA VON STOCKERT / <http://youtu.be/JkdpiBmEKXQ>
- 12 – 118 LIKES / ESMOD PARIS 4 – ROWENTA – CAROLINA DE MEDEIROS COSME / [http://youtu.be/hAsyu\\_GCDz8](http://youtu.be/hAsyu_GCDz8)
- 13 – 19 LIKES / ESMOD PARIS 1 – ROWENTA – MAXIME GERARDIN / <http://youtu.be/s6ydvPpCfil>

Rank	Video Title	Views	Likes	Comments
1	ESMOD ROUBAIX 2 - ROWENTA - KIMBERLAY KLAYS	2,087	182	70
2	ESMOD ROUBAIX 1 - ROWENTA - ANAIS SABRE	5,013	502	41
3	ESMOD RENNES - ROWENTA - MARION NAUDE	1,408	213	32
4	ESMOD PARIS 5 - ROWENTA - ZHANG XI	4,163	644	77
5	ESMOD PARIS 4 - ROWENTA - CAROLINA DE MEDEIROS COSME	1,485	118	47
6	ESMOD PARIS 3 - ROWENTA - ARIANNA MAURO	2,930	372	49
7	ESMOD PARIS 2 - ROWENTA - SOPHIE LE MIERE	2,508	437	59
8	ESMOD PARIS 1 - ROWENTA - MAXIME GERARDIN	1,052	19	42
9	ESMOD MUNICH 2 - ROWENTA - SABRINA STADLOBER	2,742	267	58
10	ESMOD MUNICH 1 - ROWENTA - MELINA RAUTER	2,904	149	41
11	ESMOD LYON 2 - ROWENTA - YING YING HAN	1,082	636	72
12	ESMOD LYON 1 - ROWENTA - EVA VON STOCKERT	1,480	140	43
13	ESMOD BORDEAUX - ROWENTA - KIMBERLEY GARREAU	2,133	187	58