



## MANGO FASHION AWARDS

### DESCRIPTION OF THE COMPETITION

The “el Botón”-MANGO Fashion Awards offer young designers throughout the world the opportunity to participate in an international fashion design competition. The competition, which takes place every 18 months, has the support of 5 of the most important design schools in Europe. The aim of this event is give young designers access to a new media platform, as well as the opportunity to market their collections.

The five fashion design schools acting as co-organisers are: the **Central Saint Martins School of Art and Design** (London); the *Escola Superior de Disseny, ESDi* (Barcelona); *Institut Français de la Mode* (Paris); *Istituto Marangoni* (Milan-Paris-London) and *Koninklijke Academie voor Schone Kunsten van Antwerpen* (The Royal Academy of Fine Arts of Antwerp). These schools will form part of the First Jury, which will shortlist the 10 finalists out of the 50 candidates previously selected by the MANGO Committee.

### REQUIREMENTS FOR PARTICIPANTS

The MANGO International Fashion Awards are open to young fashion designers worldwide who satisfy these three basic requirements:

- They should be no more than 35 years old.
- They must have marketed their collection (even if only on a small scale). As evidence of this, they could present a copy of a commercial invoice, a letter from a customer verifying that they bought their collection, or a document proving their participation at an international trade show.
- Candidates who have not marketed their collection but have at least 3 years' experience in the fashion industry may also participate in the competition, as long as they can provide evidence of this.

Participants have the right to remain anonymous until Stage 2, at which point the identity of the 10 finalists will be made public.

## REGISTRATION PERIOD

The admission of applications will commence on 1 May 2008 and close on 31 July 2008. Therefore, the latest date that must be stamped on the letter containing the applications is 31 July 2008.

All candidates should send the materials and documentation required by registered mail to the following address:

PUNTO FA, S.L.  
Attn: Secretary of the "el Botón"- MANGO Fashion Awards  
c/ Mercaders 9-11,  
Polígono Industrial Riera de Caldes  
08184 Palau-solità i Plegamans  
Barcelona (Spain)

## MATERIALS AND DOCUMENTATION

The official language of the competition is English, so all texts submitted must be written in this language. Applications not fulfilling all the required information will not be admitted to the competition. The following information and material can only be presented in paper format and should not exceed 20 A4 sheets (apart from DVDs, look books, press books, etc.):

### 1. Application form and supporting information

- Official application form: this can be downloaded from the competition website ([www.mangofashionawards.com](http://www.mangofashionawards.com)).
- Curriculum Vitae (no photo required): maximum 2 sides of A4 paper.
- Motivation letter: candidates must state their reasons for participating in the competition and their future plans in the design industry (300 words max.).

### 2. Evidence of previous work as a practising fashion designer

- Evidence of having designed two commercial collections of women's wear. Photos, video, look books, collection books (with fabrics, colour samples and technical drawings), press cuttings (copies) or any other firm proof. A total of at least 10 outfits from each collection should be included.
- Some artistic sketches from these collections and a collection book.
- A short written description of each collection, the date of the collection and their inspiration (300 words max.).

### 3. New design work

- A draft of 10 outfits of women's wear for Autumn/Winter '09, which they would present for the final of the competition. These outfits may be modified if they are selected as finalists.
- A signed statement certifying that the designer holds all the rights over the designs presented and that no limitation and/or encumbrance to said rights exist.

## SELECTION PROCESS

### Stage 1

All candidates must provide evidence of their work as practising fashion designers. In addition, they are asked to provide some new original design works for a future collection they might produce. The MANGO Committee will shortlist 50 candidates out of the applicants at the first stage, who will go on to Stage 2.

The MANGO Committee is made up of the following persons:

- The Chairman of MANGO
- The Creative Director
- The Head of the Design Department
- The Head of the Sales Department
- The Head of the Purchasing Department
- The Head of the Communication Department

### Stage 2

The First Jury will select 10 finalists from the 50 shortlisted candidates, who will go on to Stage 3 of the competition. The First Jury will be made up of the members of the MANGO Committee and five representatives of the Design Schools co-organising the competition.

Each of the 10 finalists will receive the sum of €18,000 from MANGO to create their collections. They will receive the first half of the money following their selection and the second half when they present their collection before the Final Jury.

### Stage 3

The names of the 10 finalists will be announced during MANGO's official Fashion Show, which will take place in November (date to be confirmed). Each of the 10 finalists will receive the sum of €18,000 to create their collection in a period of 5 months from 10 November 2008 (the competition calendar will be updated on a monthly basis on this website). These collections will appear in a Fashion Show before the Final Jury at the Final Gala.

### Final Stage

The finalists will present their collections at the culminating event of the competition: the Final Gala. These collections must arrive at MANGO headquarters one week prior to this event.

The Final Jury, which will select the winner from the 10 finalists, will be made up of:

- An international designer, who will act as Chairperson of the Jury
- Two representatives of prestigious fashion brands
- Two MANGO representatives
- The editor of a fashion magazine
- A renowned fashion critic
- The winner of the first edition of the "el Botón"- MANGO Fashion Awards
- A famous photographer

The MANGO Committee, the First and the Final Jury will reach their verdict by simple majority. Their deliberations will be secret.

## RULES OF THE COMPETITION

1. Presentation at the competition necessarily implies the unconditional and complete acceptance of the present rules.
2. The candidates guarantee the authorship of the designs presented as well as their worldwide originality and newness, with total indemnity for PUNTO FA, S.L. Should any of the designers be found guilty of plagiarism, they will be automatically disqualified. Moreover, the candidates guarantee that no limitation rights with regard to the use of their designs exist and that their designs have not been entered in another competition in progress. The candidates give their express consent for their designs to be used if they are awarded a prize or end up as finalists.
3. The collection submitted by the candidates must be conceived as a capsule collection or an extension of their last collection. It must reflect their image as well as their work as fashion designers.
4. The official language of the competition is English, which must be used at all stages of the competition.
5. The candidates undertake not to withdraw from the competition.
6. The decisions of the juries are final and cannot be appealed against.
7. It is expressly stated that the prize cannot be shared between two or more finalists and that the Final Jury may declare the competition void.
8. In compliance with the Organic Law 15/1999, regarding Personal Data Protection, PUNTO FA, S.L. will handle any personal data received from candidates according to the said legislation and, in particular, undertakes to adopt the adequate measures to guarantee the secrecy of the personal database. The measures to be undertaken will be directly related to the current technology, the nature of personal data stored and the eventual risks they are exposed to either by human action, and/or environmental action.
9. The work submitted by all participants will be destroyed once the competition is over, with the exception of that of the final 50 candidates, whose designs will be returned to them not later than two months following the Final Gala.
10. The work submitted by the 10 finalists will be returned to their authors not later than 15 days following the closure of the competition.
11. For any issues arising from or in connection with these rules, the parties hereby expressly submit to the jurisdiction of Courts of Barcelona.

## CALENDAR

29 April 2008: Media presentation of the second edition of "MANGO Fashion Awards".

1 May 2008 – 31 July 2008: Registration period.

September 2008: Selection of the final 50 candidates by the MANGO Committee.

15 October 2008: Selection of the 10 finalists by the First Jury.

November 2008: Announcement of the 10 finalists and awarding of €18,000 to each one.

April 2009: Awards Ceremony and presentation of the shortlisted collections.

## PRIZES

- The collections of the 10 shortlisted candidates will be exhibited in a showroom during the Final Gala of the competition.
- The Final Jury will name one overall winner, who will receive a cash prize of €300,000
- MANGO reserves the right to offer the 10 finalists the opportunity of manufacturing and selling their collections partially and/or totally through any stores MANGO may consider most appropriate (MNG, multi-brand chains, etc.). The fabrics, price range, intellectual and exploitation rights, as well as any other issues, will be discussed and agreed with the designer in accordance with company aims

## FINAL GALA

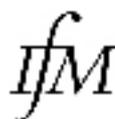
During the Final Gala the 10 finalist collections will be presented, from which the members of the Final Jury will select the winning collection. MANGO will be responsible for the staging, style and organization of the presentation of these collections during the event. Furthermore, MANGO will cover the accommodation expenses of the finalists in Barcelona.



[www.csm.arts.ac.uk](http://www.csm.arts.ac.uk)



[www.esdi.es](http://www.esdi.es)



[www.ifm-paris.com](http://www.ifm-paris.com)



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