

**SDBI.DE**

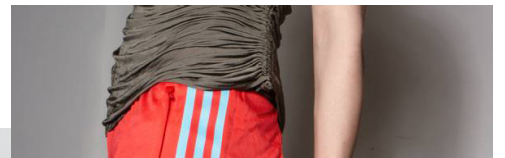
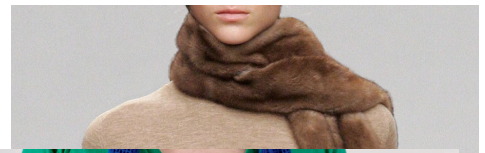
**FASH 2009**

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**EUROPEAN  
FASHION  
AWARD**

**NEW  
DIVERSITY**

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## NEW DIVERSITY

**Customers surf between fashion worlds, break up the culture and identity of brands and merge them with other sectors and genres to express their own identity. This new hybrid fashion is presenting designers with a great challenge: how can you design variety instead of uniformity, collages instead of decals, flexible offers instead of rigid styles and still create a clear design statement? What do new, visionary strategies for fashion in the 21st century look like?**

**The European Fashion Award – FASH 2009 – is searching for answers under the title “New Diversity”.**

The European Fashion Award “Fash” has been presented by the Stiftung der Deutschen Bekleidungsindustrie (German Fashion Industry Foundation) – SDBI annually since 2005. It was honored by the location initiative of German government and business world “Germany – Land of Ideas”, as a “Selected Landmark 2008”. The SDBI was founded by the fashion entrepreneur Klaus Steilmann in 1978. The goal of the non-profit foundation is pioneering promotion of talented young people.

Consumer behavior is becoming continuously more varied and diverse. Not only young people put together their wardrobes in the “supermarket of styles”, but instead almost all age and style groups. When it is done well, it is a chance to express one’s own culture. Consequently, customers surf between fashion worlds, break up the culture and identity of brands and merge them with other sectors and genres to ex-

press their own identity. This can be upgrade or understatement, work or leisure time, style or sport, haute couture or casual, function or communication as well as an aim among the trendsetters or unknowingly in the mass market. This is a challenge for traditional fashion, because the explicitness of brands is clashing increasingly with the variety of life. This hybrid fashion is also a challenge for designers with their brands.

Is there need for innovative clothing systems with multiple functions? Is it a question of combining several genres to create a new one? It is sufficient to design an open system? Do digital strategies such mapping, sampling, hacking or copy and paste provide strategies for consumers to stage their own looks? Or is the solution less in fashion design and more in new design of distribution and/or other forms of communication?

## Briefing

### 1. Analysis

The first part of the work to be submitted should be your own analysis of today's clothing paradigm. Your own viewpoint is important, regardless of on the street or in wardrobes. The analysis results must be documented and supplemented by the entrants' own photographs. Blogs and fashion magazines are not permitted.

In a second step, the independent analysis should be supported by research in appropriate publications such as market studies, books or articles.

### 2. Concept

The concept on the topic "New Diversity" should be based on the analysis. The designs must fulfill high demands, i.e., be original and coherent while geared to the market at the same time (which does not mean following trends).

Consequently, you must state your ideas about your concept and planning of social, economic, cultural and political processes as well as reflection on them.

### 3. Design

Based on this solid concept, the third part of the work should express the results in a collection with at least four outfits. Two outfits should be submitted for Jury Meeting. Prizewinners obligate themselves to produce two to four additional outfits by 12 January 2009 at the latest and send them to Munich. The complete collection is planned to be exhibited.

You may select any segment (business, leisure or sports clothing) and genre. Supplementary accessories are possible. Entrants can also choose whether they design womenswear, menswear or complete collections, depending on the analysis. The design can be for any season.

## Participants

The contest is open to especially talented design students of all disciplines, but especially from the textile and fashion design areas. Students in the fourth semester or higher are entitled to participate. In a group consisting of students in the fourth semester, younger students (semester one – tree) are admitted, too.

The participants must be currently matriculated at a European college or fashion school.

Members of the jury may not be involved in the development and may not supervise the project as lecturer.

The works should be created for this contest. Works can be submitted by individuals, interdisciplinary teams (which is especially desired) and/or in collaborations with companies. Theses and dissertations can also be submitted if they correspond to the task and were created in 2008. The submitted works may not have already been published.

## Jury

A jury composed of internationally experienced experts from design, industry, marketing, media and commerce will select the prizewinners according to set criteria. The decision of the jury cannot be contested in a court of law.

The members of the jury 2009 are:

Marcel Herrig, Unicut Design Limited, ShenZen, China  
Wolfgang König, Head of Buying, Loden-Frey, Munich  
Jean Kress, Head of Design, Quiksilver Europe, Biarritz  
Clara Leskovaar, Designer, c.neeon, Berlin  
Martin Leuthold, Art Director, Jakob Schlaepfer, St. Gallen  
Joachim Schirrmacher, Agency for Strategic Communications, Hamburg  
Joyce Thornton, Generation Now Editor, WGSN, London

## Evaluation Criteria

The works on the topic "New Diversity" will be evaluated according to the following criteria:

- Comprehensive concept (analysis, strategy, target group and interdisciplinary character)
- Innovation/vision (among other things, link between function and fashion)
- Technical and design realization (quality of the drawing, presentation, workmanship, fit, color concept and selection of materials)
- Area of use, functionalism

## Prizes

The European Fashion Award "Fash 2008" will be presented in two categories. The total prize money amounts to 10,000 euros.

### Students

1st Prize: 1.750 euros  
2nd Prize: 1.000 euros  
3rd Prize: 750 euros

In addition, paid (at least 550 euros/month), six-month internships at Akris in St. Gallen (Switzerland) and Craft in Borås (Sweden) will be awarded.

The Swiss Textile Federation is awarding three fabric vouchers worth 2,000, 1,500 and 1,000 euros as additional prizes. These are valid until March 2010.

### Graduates

1st Prize: 3,500 euros  
2nd Prize: 2,000 euros  
3rd Prize: 1,000 euros

The jury can distribute the prize money differently. In addition, the jury can award special mentions for additional projects. The prize money for these mentions is 500 euros.

Thanks to the support of ispo, the prizewinners will receive additional communication services:

- Exhibition at ispo winter 09 with catalog
- Award ceremony with fashion show
- Professional pictures from the fashion show
- Integration into the ispo communication means (Daily News, Magazine, Newsletter)
- Publication in the Internet, including presentation on the Award webpage as well as a link to your own homepage (if it exists)
- Press release to more than 2,000 international journalists
- Presentation on the media database of ispo

Consequently, you will have the possibility to present your work to approx. 60,000 trade visitors and more than 2,000 international journalists at ispo winter 09.

All participants can register starting December 15 for a free visit to the award ceremony and the trade fair ispo winter 09: [visit.ispo@sdbi.de](mailto:visit.ispo@sdbi.de)

## Schedule and Deadlines

- The registration deadline is (using the enclosed registration form): 16 June 2008
- Submission deadline (of the complete registration documents incl. two outfits and short concept in digital form): 3 November 2008  
(This is NOT the postmark date, but instead the date by which all documents and materials must have been received in Munich. The time required for customs must be taken into consideration, especially for submissions from Switzerland.)
- Jury Meeting: 11 and 12 November 2008
- All participants will be informed in November
- Only prizewinners: Completion and dispatch of additional outfits by 12 January 2009
- Presence of the prizewinners in Munich: 10 a.m. on 31 January until 7 p.m. on 4 February
- Award Ceremony: 1 February 2009 during ispo winter 09
- Exhibition: Within the framework of ispo winter 09 from 1 to 4 February 2009.
- After the Jury Meeting has been concluded, the works not chosen for prizes will be sent back by 1 December 2008.

## Work to Be Submitted

The work to be submitted for the European Fashion Award FASH 09 on the topic "New Diversity" is divided into three parts:

- Documentation and analysis of the concept
- Presentation chart
- Two Outfits

### Documentation and analysis of the concept

a) Short concept: one page (!) (3,500 characters/500 words) without pictures/illustrations in English. This must be sent in advance to mail@sdbi.de by 03 November 2008 (.rtf or .pdf) as well as with the presentation as a printout. The participant number (no name!) should be noted in the font size of 20 points in the upper right corner. File name: Participant number 000FASH09.rtf or 000FASH09.pdf

b) Documentation of the research and the resultant concept in English. This must contain a list of worked materials with precise information about articles and manufacturers. Scope: 10 to 30 pages of text; maximum of 20 pages of illustrations, technical drawings, material and color concept, maximum 10 pages of photographs. Format: DIN A4 (210 mm x 297 mm)

### Presentation chart

Presentation of the design using illustrations, technical drawings, material and color concept on one(!) piece of cardboard. Format: Cardboard DIN A3 landscape (420 mm x 297 mm)

## Shipping

Please send the presentation chart and documentation together in an A3 folder, which protects the documents sufficiently (post mail delivery, jury session, and handling of the work).

Each piece of clothing and each part of the documentation must contain the participant number, which is assigned after registration. If this is not the case, SDBI will write the number on them using a marker, for example. No liability can be assumed for any damages, which might result from this.

## Outfits

Two produced outfits of your choice should be submitted for Jury Meeting.

German Sizes: Women 36 or S; men 52 or L. These sizes are obligatory!

	Size 36	Size 52
Chest measurement	84 cm	104 cm
Waist measurement	66 cm	92 cm
Hip measurement	94 cm	112 cm
Side length	106 cm	106 cm

If you win a prize, two to four additional outfits (in other words, at least four outfits), must arrive in Munich by 12 January 2009.

The materials used must be documented (manufacturer and precise article name, certification, including information such as second hand, etc.); any differences of the materials used to those planned in the concept must be identified. A CD with three songs should also be sent for the presentation during the award ceremony (12 January 2008).

Pictures are required for fittings (including during jury selection), which should show exactly how the models should put on and wear the outfits. When there are complicated designs or ones that are not totally clear, putting on the clothes must be documented step by step (front/back, right/left, wrapping techniques, etc.).

## Arrival

The award ceremony will take place within the framework of ispo winter 09 in Munich from 1 to 4 February 2009.

Winners must pay their own travel expenses. A flat rate will be paid for overnight stays in the amount of 400 euros for single persons and up to 800 euros for groups. The money will be transferred to your account after invoice submission (to Messe Muenchen, Department Finances, Am Messesee 2, 81829 Munich, Germany) following the award ceremony. The applicants obligate themselves to take part personally in the award ceremony in Munich as well as during the complete trade fair (10 a.m. on 31 January 2009 until 7 p.m. on 4 February) if they are awarded a prize.

## Guidelines

### Costs, transport and insurance

Participation in the contest is free of charge. Contest participants must pack all works carefully and appropriately; the packaging material must be suitable for sending the submissions back to the contestant.

The participants are responsible for paying for sending and insuring all contest documents. Unstamped packages cannot be accepted.

The foundation will pay for sending back the submitted works. The submitted outfits and documents are insured for the complete time of use and for return transport up to an amount of 1,000 euros per outfit. In the case of damages, the value must be proven by providing information about the material used and the hours of work.

In this connection, the foundation reserves the right to use the selected works for up to six months.

### Archive of the SDBI

All outfits will be sent back. Selected documentation and portfolios will remain in the archive of the Stiftung der Deutschen Bekleidungsindustrie (German Fashion Industry Foundation). This is located in the Lipperheideschen Kostümbibliothek, Kunstbibliothek Staatliche Museen zu Berlin, Matthäikirchplatz 6, 10785 Berlin, Germany and can be accessed there during the customary opening times.

### Rights

The ownership and copyrights (all rights) must be those of the participants. All submitted outfits remain the property of the participants. Selected documentation will be included in the archive of the SDBI.

However, the copyrights to the work remain those of the participants at all times.

For the length of the contest as well as for publications, which are in direct connection with the contest (e.g., exhibitions, media work or other campaigns), the participants leave publication rights free of charge to the organizer.

If a group work is awarded an internship, lots will be drawn to determine who receives it. The awarded internship normally has a probationary period of 14 days. The time and conditions of work (probationary period, etc.) of awarded internships are agreed upon directly between the companies and the winners. If an internship is terminated prematurely, there is no right to paying out of the remaining remuneration. The SDBI cannot guarantee that the internships promised by the companies take place. However, it will take advantage of all means at its disposal to find answers to open questions and a satisfactory solution for all those involved.

Participants declare themselves in agreement with these conditions with the signing of the application form.

## **E-Mails**

Please note the following in the reference line of E-Mails:  
Participant number, last name and precise request.

### **For questions about the contents of the call for entries:**

Stiftung der Deutschen Bekleidungsindustrie  
Joachim Schirmacher  
Tel +49 - 40 25 31 88 60  
Fax +49 - 40 25 31 88 68  
mail@sdbi.de

### **For questions concerning sending in and receiving back the contest works**

Stiftung der Deutschen Bekleidungsindustrie  
c/o Messe München GmbH  
Constanze Fuchs  
Tel +49 - 89 949-20 151  
Fax +49 - 89 949 20 159  
Am Messesee 2  
81829 Munich, Germany  
fuchs@sdbi.de

### **Address for Package Deliveries:**

Stiftung der Deutschen Bekleidungsindustrie  
c/o Messe München GmbH  
Constanze Fuchs  
Am Messesee 2  
81829 Munich  
Germany

## Registration Form

Please send by fax to +49 89 949 20 159

Title of the submitted work\_

(Stay away from real brand names to avoid conflicts.)

Insured value of the submission\_

Ms./Mr\_

Last name, first name\_

Date of birth\_

Nationality\_

Street address\_

Zip code/place\_

Country\_

Tel. no. (with intl. dialing code)\_

Fax\_

Mobile phone no.\_

E-mail\_

It is a question of work completed by a team.

The members are\_

Team spokesperson (must have e-mail address  
and cell phone number)\_

College\_

Name\_

Department\_

Semester\_

Street address\_

City/town\_

Zip code\_

Country\_

For participants with a diploma: Date of the  
final examination for the diploma\_

Advising professor

Ms./Mr.\_

Name\_

First name\_

Tel. no. (with extension)\_

E-mail (direct)\_

Please use one registration form per submission (per person for groups; copy if necessary).

Please inform us immediately of address changes (telephone, e-mail, etc.).

Please indicate where you can be contacted during semester breaks or internships, for example.

If the documents submitted are not complete, participation is not possible! Texts written by hand will not be accepted.

The documents b to f for winners will be published, displayed and used for media work (in excerpts). Consequently, appropriate high quality is required.

The following documents must be sent with the completely filled out and signed participation forms:

a) Detailed vita (in English)

a) Brief concept summary (3,500 characters/500 words in English)

c) Documentation (in English)

d) Portfolio

e) Photos of all submitted models (if not part of the documentation or portfolio)

f) Two Outfits

g) Proof of matriculation at a European college

h) A reference (e.g., from a professor or industry expert), which vouches for your special talent.

I hereby register for the European Fashion Award FASH 2009 of the Stiftung der Deutschen Bekleidungsindustrie on the topic of "New Diversity".

I agree to the contest conditions of the call for submissions. I am the author of the submitted works and am not violating the rights of any third party. I indemnify the organizers against any claims of third parties.

Date, signature\_