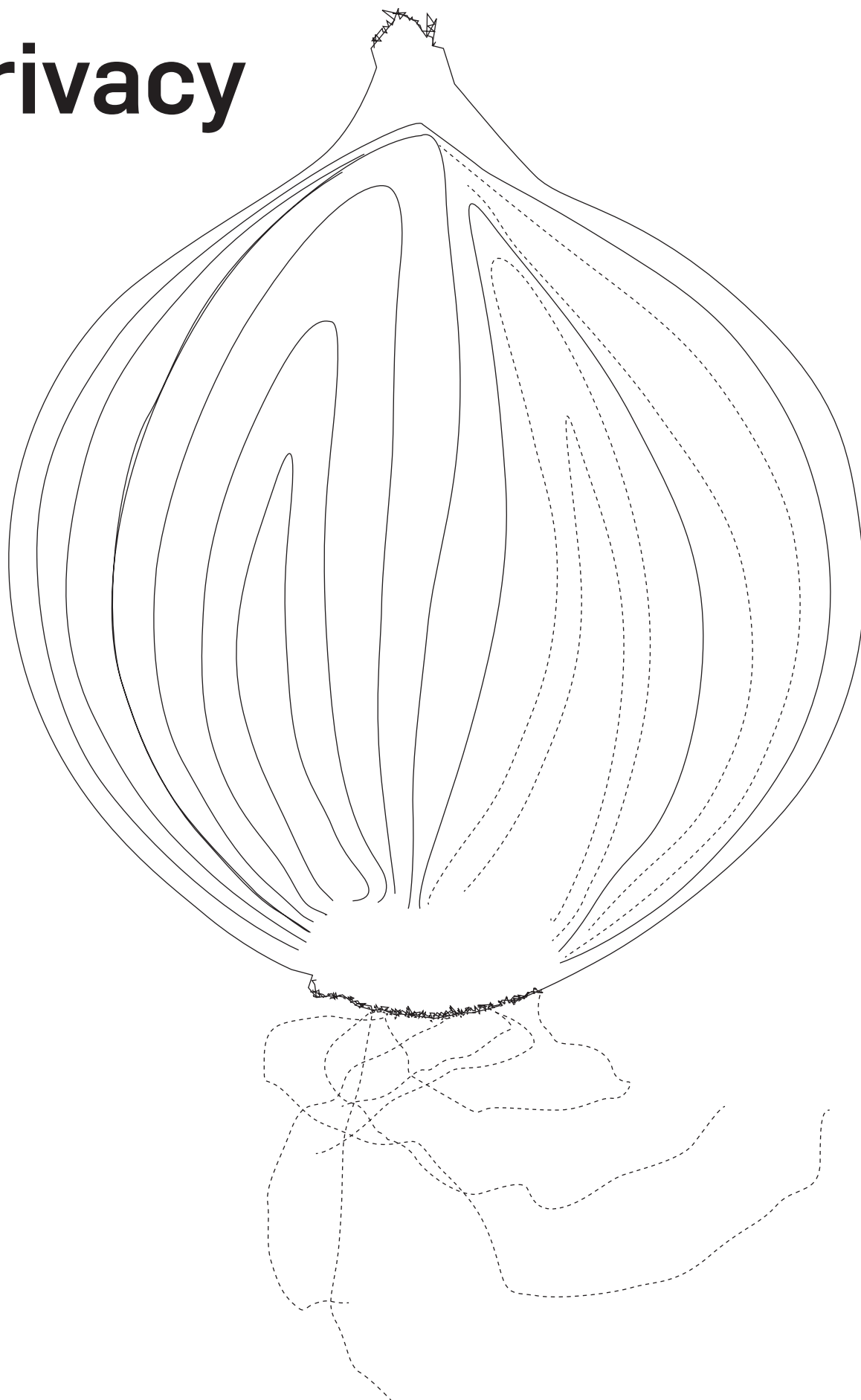


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FASH 2010 – EUROPEAN FASHION AWARD

Privacy



Privacy

Where does privacy begin, where does it end? The borders between intimacy and public life are fading thanks to our increasingly digitalized world. Thanks to mobile phones we are able to keep in close contact to our loved ones while traveling, or create private spaces with the help of music. At the same time these devices have become an electronic shackle – always accessible, always online. Privacy is also undermined by companies, countries, and social networking sites. An initial feeling of power is followed by helplessness, apprehension, and assimilation anxiety. The need for security and sanctuary increases. Can fashion act as a retreat – at home or on the go? Can it protect against observation from all angles and sources? Who knows me, who recognizes me, who has control over me? The European Fashion Award – FASH 2010 with the title “Privacy” is searching for answers to these questions.

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 fashion entrepreneur Klaus Steilmann in 1978. The goal of the non-profit foundation is a ground-breaking endorsement of talented young newcomers.

1 ■ Analysis The first part of the work to be submitted includes a personal analysis of today's clothing styles. The focus is on the individual's own point of view of styles found on the streets or in closets. Analysis results must be documented and supplemented by the entrants' own photographs. Blogs and fashion magazines are not permitted. Later, in the second step, the independent analysis shall be supported by research using the appropriate publications such as market studies, books or articles.

2 ■ Concept The concept on the topic "Privacy" is to be based on the analysis. The designs must fulfill complex criteria, i.e., be original and coherent while geared to the market at the same time (which does not mean following trends). Consequently, you must identify your concept and planning for social, economic, cultural and political processes as well as reflect on them.

3 ■ Design Based on the established concept, the third part of the work shall interpret the results in a collection with a minimum of four outfits. Two outfits shall be submitted to the Jury Meeting. Award winners are required (after contact the project management) to produce two to four additional outfits at the latest by January 12, 2010 and bring them to the award presentation and exhibition in Munich. You may select any segment (business, leisure or sports clothing but also e.g. underwear) and genre. Accompanying accessories are permitted. Entrants may also choose between designing women's wear, men's wear or complete collections, appropriate to their analysis. There is also no restriction on the selection of the 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. Groups containing students from the fourth semester and higher, may also include younger students (semesters one – three).

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

Members of the jury may not be involved in the development and may not supervise the project as lecturer. Students who take or have taken classes for more than one day between February 1st, 2009 and January 31st, 2010 from a member of the jury or advisory board, may not enter the contest to avoid a conflict of interest.

The entries shall be created specifically for this contest. Works can be submitted by individuals, interdisciplinary teams (particularly encouraged) and/or in collaborations with companies.

Theses and dissertations can also be submitted if they correspond to the task and were created in 2009. Designs which have already been published will not be taken into consideration.

Jury A jury consisting of international design, industry, and media will select the award winners according to set criteria. The decision of the jury is final and cannot be contested in a court of law.

The members of the jury for 2010 include:

Ivonne Fehn, Head of Fashion, Süddeutsche Zeitung Magazin, Munich

Marcel Herrig, Unicut Design Limited, ShenZen, China

Jean Kress, Head of Design, Quiksilver Europe, Biarritz, France

Martin Leuthold, Artdirector, Jakob Schlaepfer, St. Gallen, Switzerland

Joachim Schirrmacher, Agency for Strategic Communications, Hamburg

Evaluation Criteria The entries on the topic "Privacy" will be evaluated according to the following criteria:

- Comprehensive concept (analysis, strategy, target group and interdisciplinary character)
- Innovation/Vision (link between function and fashion, etc.)
- Technical and design realization (quality of the drawing, presentation, workmanship, fit, color concept and selection of materials)
- Area of Use, Functionality

Prizes The European Fashion Award FASH 2010 will be presented in two categories. The award purse totals 10,000 Euro.

Students 1st Prize: 1,750 Euro / 2nd Prize: 1,000 Euro / 3rd Prize: 750 Euro

Graduates 1st Prize: 3,500 Euro / 2nd Prize: 2,000 Euro / 3rd Prize: 1,000 Euro

The distribution ratio of the prize money is at the discretion of the jury. The jury may also award Special Mentions, at 500 Euro each. The Swiss Textile Federation is donating three textile vouchers valued at 2,000, 1,500 and 1,000 Euro as additional prizes, valid until March 2011.

Compliments of our partner ispo all winners will also be provided with the following communication services:

- Exhibition booth/display area
- Award ceremony/press conference
- Integration in ispo communication channels
- Presentation at www.sdbi.de
- Press release targeting more than 2,000 international journalists

Winners will have the unique opportunity to present themselves to more than 60,000 industry professionals and more than 2,000 international journalists at ispo winter 10.

Beginning December 15th all participants may register for complimentary access to the award ceremony and the ispo winter 10 by e-mailing to visit.ispo@sdbi.de

Award Ceremony and Presentation The award ceremony will be held during the ispo winter 10 from February 7th – 10th, 2010 in Munich. Winners are required to pay their own travel expenses. Overnight stays will be reimbursed with a flat fee of 400 Euros for single persons and up to 800 Euros for groups. Funds will be wired to your bank account after submission of an invoice

(to Messe München, Finance Department, Am Messesee 2, 81829 Munich, Germany) following the award ceremony. Participants are required to be present in person at the award ceremony in Munich, should they be selected as a winner, as well as for the duration of the trade show (including exhibit set-up on February 6th, 2010, beginning at 10.00 am). The exact schedule will be provided in a timely manner.

Important Dates

- Registration Deadline (use attached registration form): June 15, 2009
- Submission Deadline (requiring complete registration documents including 2 outfits and brief concept in digital form): October 5, 2009. (NOT the postmarked date, this is the deadline for receipt of all documents and materials in Munich. Please take into consideration any required customs processing times (e.g. toll), especially for entries from Switzerland.)
- Jury Meeting: Early October 2009
- All participants will be contacted in November.
- Award winners only: completion of all other required outfits by January 12, 2010
- Award Ceremony: February 7th, 2010 during ispo winter 10
- Award winners are required to be present in Munich from February 6th, 2010, 10.00 am until February 10th, 7.00 pm.
- Exhibition: at ispo winter 10 from February 7th to 10th, 2010

Work To Be Submitted The work to be submitted for the European Fashion Award FASH 10 on the topic "Privacy" is divided into three parts:

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

Documentation and Concept Analysis

a) Brief Concept: one page (!) (3,500 characters/500 words) without pictures/illustrations in English. This must be sent in advance to mail@sdbi.de by October 5th, 2009 (.rtf or .pdf, max 500 KB), as well as included as a print-out with the presentation. The participant number (no name!) should be noted in 20 pt font size in the upper right corner.

File name: Participant number e.g. 8FASH10.rtf or 61FASH10.pdf

b) Documentation of the research and the resulting concept in English. This must contain a list of source materials with precise information on 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 poster board. Format: poster board DIN A3 landscape (420 mm x 297 mm)

Please ship the presentation chart and documentation together in an A3 folder, to adequately protect the documents (mail delivery, jury session, and handling of entries).

Each piece of clothing and each part of the documentation must be marked with the participant number, which is assigned after registration. If items are not marked, SDBI will be forced to use a marker pen or similar to identify the entry appropriately. SDBI is not liable for any damages resulting from marking items.

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Outfits Two finished outfits of your choice shall be submitted to the Jury Meeting. German Sizes: Women 36 or S; men 52 or L. You must use these sizes (to ensure that clothing can be worn by the models and/or mannequins)!

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

The materials used must be clearly documented (manufacturer and precise article name, certification, as well as details such as second-hand source, etc.); potential differences in the materials used to the materials shown in the concept must be clearly identified. If you are chosen as an award winner, you are required to contact the project management and submit an additional two to four outfits (for a minimum total of four or maximum of six outfits, counting the first two outfits submitted with your entry). These must be received in Munich no later than January 12, 2010.

Fitting Photos or images are required for fittings (also important for the jury meeting), showing exactly how the models are to wear the outfits. If the design is complex or not totally clear, you are required to submit step-by-step dressing directions (front/back, right/left, wrapping techniques, etc.)

Fees, transport and insurance Participation in the contest is free of charge.

Contest participants must pack their entries taking proper care to protect all items appropriately; packaging materials must be suitable for return shipping the submissions to the contestant. Participants are responsible for the cost of shipping and insuring all contest documentation and materials. Collect shipments will not be accepted.

The Foundation will bear the expenses for return shipping of entered materials. The submitted outfits and documents are insured for up to 1,000 Euros per outfit for the duration of the contest as well as return shipping. Should any damage occur, the participant must provide detailed information on the materials used and hours of work applied to determine the exact value.

Following the jury meeting all entries which were not selected for an award will be returned to their owners by December 1, 2009. The Foundation reserves the right to retain and use the selected entries for up to six months.

Archive of the SDBI All outfits will be returned to their creators. Selected documentation and portfolios will remain in the archive of the Stiftung der Deutschen Bekleidungsindustrie. The archive is located in the Lipperheidesche Kostümbibliothek, Kunstbibliothek Staatliche Museen zu Berlin, Matthäikirchplatz 6, 10785 Berlin, Germany and is open to the public during the customary opening times.

Rights The participants must be the owners of the outfits and all their copyrights (all rights). All submitted outfits remain the property of the participants. Selected documentation will be included in the archive of the SDBI. However, the copy-rights to the entries will remain those of the participants at all times.

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

By signing the application form, participants agree to these conditions.

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Contact E-Mail: please always note your participant number, last name, and precise request in the subject line.

Questions on the content of the call for entries:

Stiftung der Deutschen Bekleidungsindustrie
c/o Joachim Schirmacher
Tel +49 (0)40 25 31 88 60
Fax +49 (0)40 25 31 88 68
mail@sdbi.de

Questions on submitting and return shipment of contest entries:

Stiftung der Deutschen Bekleidungsindustrie
c/o Messe München GmbH
Constanze Fuchs
Tel +49 (0) 89 949-20 151
Fax +49 (0) 89 949 20 159
Am Messesee 2
81829 Munich
fuchs@sdbi.de

Package Delivery Address:

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

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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.)

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 entry – or one per person for groups (copy form if needed).

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

Please also provide us with an alternate contact where you can be reached e.g. during semester breaks or internships.

Any incomplete documents in your submission will invalidate your entry! Hand-written texts are not accepted.

Excerpts from documentations b through f submitted by the winners will be published, displayed, and used for media work. Therefore we must insist on a high degree of quality in the documentation.

The following documents must accompany the completed and signed registration form:

- a) Detailed curriculum vitae (in English)
- b) Brief concept (3,500 characters/500 words in English)
- c) Documentation (in English)
- d) Presentation Chart
- e) Photos of all entered models (if not part of the documentation or portfolio)
- f) 2 Outfits
- g) Proof of matriculation at a European college or fashion institute
- h) Award winners are required to provide a reference (e.g. from a professor or industry expert) vouching for their special talent by October 31st, 2009.

I hereby submit my registration for the:
European Fashion Award FASH 2010 by
Stiftung der Bekleidungsindustrie, topic
"Privacy".

I herewith agree to the terms and 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 by third parties.

Date, Signature_