

SDBI.DE

FASH 2011 – EUROPEAN FASHION AWARD

PRESENTED BY THE GERMAN FASHION INDUSTRY FOUNDATION

!attention please?



© Gregor Hohenberg

!attention please?

"Look – at – me!" Celebrities seek attention at almost any price by flaunting their blingbling. At the same time the Yellow Press' "Selling over Stars" engendered a quota-oriented style dictatorship. It is very clear: glamour is in fashion.

In the old days anyone who wanted to be taken seriously acted reserved and respectable. These days the "Economy of Attention" increasingly dominates the fashion image. Charisma turned into commerce. Everything screams: buy me!

The questions remain: What is beautiful? What makes people look good? What is the impact of fashion today? Is it about identity or status? Is it about sales, attention, or beauty? Are there any dreams and visions left? Does elegant simplicity or quiet grandeur have any significance? Can beauty provide comfort? The European Fashion Award – FASH 2011 is looking for answers to these questions under the title "Attention Please!?".

The European Fashion Award FASH by the Stiftung der Deutschen Bekleidungsindustrie (German Fashion Industry Foundation) SDBI has been held annually since 2005. Thanks to its tradition, fairness and strictly professional direction, challenging briefing, international jury and elaborate evaluation process of the submitted fashion designs, documentation, and last but not least due to the career success of former award winners, this competition has become one of the world's most respected awards for fashion design students.

Fashion entrepreneur Klaus Steilmann started the SDBI foundation in 1978. The goal is targeted endorsement of promising new designers. In 2008 the foundation's charitable work was honoured with an award as part of the German government and commerce initiative "Deutschland – Land der Ideen" / "Germany – Land of Ideas".

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Briefing

1. Analysis

The first phase of the entry encompasses an independent analysis of today's relationship with fashion. This means the student's own point of view – whether in the streets or in the closet at home. The analysis results shall be documented and supplemented by the student's own photographs. Media such as blogs or fashion magazines are not permissible.

Only in the second step will the student further corroborate his or her analysis by researching the appropriate publications such as market studies, books, articles or essays. In addition, the student shall define 'fashion' in his or her own words.

2. Concept

The concept on the topic "Attention Please!?" is to be based on the analysis. The jury is looking for independent and consistent designs. They can be close to current market trends, yet should offer more than just a representation of the latest trends. To accomplish this, the student needs to reflect social and economic, as well as cultural and political processes.

3. Design

Based on this established concept the third phase of the competition includes the conversion of the results into a collection with a minimum of five outfits. Two complete outfits need to be submitted to the jury evaluation. The student may freely choose the segment (e.g. business, leisure or athletic apparel). Accompanying accessories are permitted. The participant may also select between womenswear, menswear, or complete collections, depending on the results of his/her analysis. There is no restriction as to seasonal apparel.

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Participants

The competition targets especially talented design students from all sectors of design, in particular from the segments of textile and fashion design. Students attending a European university or fashion institute in their 4th semester or later are eligible to enter.

Students from outside of Europe are also permitted to enter the competition. However, there are special guidelines, which will be provided upon request.

Eligible entries include designs by individuals, or, as particularly welcomed by the organizers, by inter-disciplinary teams, and/or cooperations with companies.

Undergraduate and graduate or bachelor and master projects are also eligible, provided their subject conforms to the tasks set in this competition, and they were compiled in the year 2010. Projects that are entered should not have been published yet anywhere else.

Jury

A jury consisting of international experts from the sectors of design, industry, retail, communication, and the media will select the award winners according to predetermined criteria. The decision of the jury is final, and there is no legal recourse.

Members of the 2011 jury:

Marcel Herrig, Unicut Design Limited, Shenzhen, China
Torsten Hochstetter, Creative Director Adidas Sport Style (Originals, Y3, SLVR, Porsche Design, Style Essentials), Herzogenaurach, Germany
Marion Feldmann, Division Head Womens Fashion, Otto, Hamburg, Germany
Ivonne Fehn, Fashion Director, Süddeutsche Zeitung Magazine, Munich, Germany
Joachim Schirrmacher, Büro für strategische Kommunikation (Agency for Strategic Communications), Hamburg
Dorothee Schumacher, Founder and General Manager Schumacher, Mannheim, Germany

Selection Criteria

The European Fashion Award FASH 2011 includes a category each for Students and for Graduates. All entered projects appropriately addressing the subject "Attention Please!?" will be evaluated according to the following criteria:

- Overall Concept (analysis, strategy, comprehension and implementation of the subject, target group, interdisciplinary character)
- Innovation/Vision
- Technical and Design Implementation (material selection, sketch quality, presentation, workmanship, fit, colour concept)
- Range of Use, Functionality

Prizes

Following are the prizes awarded to the winners of the European Fashion Award FASH 2011:

- Photo shoot by Gregor Hohenberg, Editorial Photographer for Vogue, Elle, GQ, AD, etc., Berlin
 - Print catalogue with high-quality graphics
 - Professional media services
 - Extensive communications services by ispo
 - Salaried, six-month internships (min. 550 Euro/month) at Adidas Sport Style (Herzogenaurach/Germany) and Schumacher (Mannheim/Germany)
 - Association with the SDBI network, as well as mentoring by SDBI project management
 - Prize purse totalling 5,000 Euro
- 1st Prize: 2,500 Euro / 2nd Prize: 1,500 Euro / 3rd Prize: 1,000 Euro

In addition, the jury may elect to award special mention prizes for additional projects, at 500 Euro each.

Furthermore, the jury may elect to honour projects by including their documentation and presentation charts in the permanent archive of the SDBI foundation.

The overall value of all awards and prizes is more than 80,000 Euro.

Communications Services

Thanks to the support by ispo all winners will benefit from these additional communications services:

- Generously sized exhibition of award-winning designs at a special SDBI booth in a premier, centrally located area at ispo 2011
- Award ceremony/press conference
- Integration into ispo communication channels
- Online publication, including presentation on the award website, as well as link to winner's website (if applicable)
- Press releases to more than 2,000 international journalists
- Presentation to ispo's media database

With the help of these services award winners will have the opportunity to present themselves to more than 60,000 trade show visitors and over 2,000 international journalists at ispo 11.

As of December 15th, 2010, all participants may register for complimentary access to the award ceremony and ispo 11, by contacting: visit.ispo@sdbi.de

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Important Dates

- Entry Deadline (attached entry form required): [September 21st, 2010](#)
- Submission Deadline (completed entry forms including two outfits and digital concept outline): [October 14th, 2010](#) (Note: this is NOT the date of postmark – the materials have to be received in Munich at the latest by this date. For entries from non-EU countries, such as Switzerland, please calculate extra time for delays such as customs processing e.g. duty)
- Jury Meeting: end of October 2010
- Participants will be notified of the results in November
- Photo Shoot: mid-November, in Berlin
- Award Presentation: February 6th, 2011, Noon, during ispo 11
- Required [attendance of award winners in Munich: February 5th, 10.00 am to February 9th, 7.00 pm](#)
- Exhibition: at ispo 11 from February 6th to 9th, 2011

Project Entry Description

An entry for the European Fashion Award FASH 2011 on the topic "Attention Please!?", is divided into three parts:

- Documentation of analysis and concept
- Presentation chart
- 2 outfits

Documentation of Analysis and Concept

a) Short outline: one (!) page (3,500 characters/500 words) without photos/illustrations in English. This needs to be emailed by October 14th, 2010 to mail@sdbi.de (.rtf or .pdf, maximum size: 500KB), as well as attached in print to the presentation.

In the upper right hand corner, enter the participant number (no names!) in font size 20 pts.

Use the following file name: add the participant number to FASH11, for example: 14FASH11.rtf or 14FASH11.pdf

b) Documentation of research (incl. source list) and the resulting concept in English. Size: 10 to 30 pages text; maximum 20 pages of illustrations, technical sketches, material and colour concept; up to 10 pages of photos.
Format: DIN A4 (210 mm x 297 mm)

Presentation Chart

Presentation of the design with the help of illustrations, technical sketches, material and colour concept on one (!) poster board.
Format: poster board DIN A3 landscape (420 mm x 297 mm)

Please mail your presentation chart and documentation in a sturdy A3 folder to ensure that materials will be protected (mail processing, jury meeting, project management).

Documentation and presentation chart are to be submitted in a form appropriate for an international competition (A4 sheets in clear plastic folders are not appropriate). The deciding factor is not an outward, expensive impression of professionalism, but a clear indication of the student's potential.

Each piece of apparel and every part of the documentation requires needs to be clearly marked with the participant number, to be provided after entry. If any item is not marked accordingly, SDBI reserves the right to use a permanent marker to do so. Any potential damage caused by marking the item is the sole responsibility of the contestant.

Outfits

The contestant may choose two finished outfits to be submitted to the jury.

Sizes: Ladies 36 or S, Men 52 or L. These sizes are mandatory (to ensure that they can be displayed on models or mannequins)!

	Size 36	Size 52
Chest	84 cm	104 cm
Waist	66 cm	92 cm
Hips	94 cm	112 cm
Side Length	106 cm	106 cm

The jury is aware that the entered fashion designs are not industrially finished pieces but prototypes. The jury is also aware of the difficulty to obtain the appropriate materials. Therefore the jury will look favourably upon materials indicating the desired selection (e.g. with the help of experimentation with different finishes created by the student).

The material use is to be documented (manufacturer, and if available, detailed item description, certification, or otherwise details on the source such as second-hand, type of fabric, etc.).

In order to ensure proper fitting during the jury meeting the contestant must submit photos to describe how the outfit is to be worn by the model. In the case of complicated or ambiguous designs the student is required to submit step-by-step instructions on how to don the outfit (front/back, right/left, wrapping techniques, etc.).

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Guidelines

Organizer

Stiftung der Deutschen Bekleidungsindustrie (SDBI) for the Promotion and Training of up-and-coming designers in the Fashion Industry, headquartered in Munich.

Participants

The competition targets exceptionally talented students from all areas of design, in particular from the segments of textile and fashion design. The competition is open to students in their 4th semester or later. In the case of group entries consisting of students from more than one semester, earlier semesters are also eligible.

Students from schools where members of the jury or the advisory board have taught more than one day between February 1st, 2010 and January 31st, 2011, are not eligible to avoid potential conflict of interest.

The projects shall be designed specifically for this competition. Entries may include designs by individuals, or, as particularly welcomed by the organizers, by inter-disciplinary teams, and/or cooperations with companies.

Undergraduate and graduate or bachelor and master projects are also eligible, provided their subject conforms to the tasks set in this competition, and they were finished in the year 2010. Projects that are entered should not have been published yet anywhere else.

Students from outside of Europe

Students from outside of Europe are also permitted to enter the competition. However, there are special guidelines, which will be provided upon request. Please note, however, that due to limited funding SDBI cannot cover any costs for round-trip delivery (including applicable customs duties) as well as insurance fees.

Should the student win an award, SDBI will cover only the standard flat fees for travel (photo shoot 200 Euro, award ceremony and exhibition 400 Euro for individuals, 800 for groups). All additional expenses beyond these amounts are the sole responsibility of the award winner. Therefore it is recommended to research the related costs and possibly acquire a sponsor.

Prizes

The jury reserves the right to distribute the prizes in a different manner as described in this document.

Photo Shoot

Gregor Hohenberg will photograph the winning designs as well as take one portrait of each winner (incl. assistant, studio, light, models, hair, make-up, digital photo editing, etc.). Gregor Hohenberg works as editorial photographer for

publications such as Vogue, Elle, GQ, AD, as well as the chief photographer for the fashion magazine "Achtung".

The one-day photo shoot will most likely be scheduled for mid-November in Berlin, from 8.00 am to 6.00 pm. Coffee/tea, rolls, and a light lunch will be provided. Styling is the responsibility of the award winners. Contestants will need to provide footwear and accessories (jewellery, tights, scarves, etc.), as needed.

The winners are responsible for their own travel expenses. The organizers will cover a flat travel fee of 200 Euro per winning project. The nominee is asked to send an invoice to Messe München (Messe München, Finance Department, Am Messesee 2, 81829 Munich/Germany). The flat fee will be wired to your bank account following the photo shoot.

The winners will receive unlimited physical, temporal, and contextual usage rights to the photos of their designs as selected by the photographer and the SDBI project management. They may use the photos on their websites, for brochures, or for media work. Any commercial or promotional use is excluded. Images must be identified with the following copyright: Gregor Hohenberg/SDBI

Award Ceremony and Exhibition

In case of winning an award, contestants agree to be personally present at the award presentation at ispo 11 in Munich, as well as for the entire duration of the trade show and during set-up and break-down of the exhibition (February 5th, 2011, from approximately 10.00 am to February 9th, 2011, 7.00 pm). Winners will be notified in advance of the exact dates and schedule.

Winners are required to pay their own travel expenses. The organizers cover a flat travel fee for round-trip travel as well as accommodation for the award ceremony and exhibition of 400 Euro for individuals and 800 Euro for groups. The contestant is asked to send an invoice to Messe München (Messe München, Finance Department, Am Messesee 2, 81829 Munich). The flat fee will be reimbursed following the award ceremony.

Fees, Shipping and Insurance

Participation in this competition is free of charge.

Contestants are required to package their entered project materials with care and appropriate protection; packaging material must be suitable for return shipping.

Contestants are responsible for the cost of mailing/shipping of all competition materials and transport insurance. Collect shipments will not be accepted.

SDBI covers the cost for return shipping of entered projects from European contestants.

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Entered outfits and project materials are insured up to a maximum value of 1,000 Euro per outfit from the moment of receipt and for return shipping.

In case of damage, the contestant is required to furnish proof of the value by providing material cost and working hour data.

After completion of the jury meeting all projects were not selected for an award will be returned to the contestant by December 1st, 2010.

In this context, SDBI reserves the right to use selected projects for up to six months as it sees fit.

Archive of the SDBI

All outfits will be returned. The jury reserves the right to select documentation and presentation charts for permanent inclusion in the archive of the SDBI. The decision of the jury is final, and there is no legal recourse.

The SDBI Archive is located in the Lipperheidesche Kostümbibliothek, Kunstbibliothek Staatliche Museen zu Berlin, Matthäikirchplatz 6, 10785 Berlin/Germany, and is publicly accessible during standard business hours.

Rights

Contestants must have full ownership of and copyright (all rights) for their projects.

Entries violating current laws, in particular criminal violations, copyright, brand name or trademark infringement, violation of personal rights or any third-person rights, cannot be accepted. The contestant vouches that he/she holds all rights for the entered collection and related sketches, that there is no restriction whatsoever placed on any element of the project, and that the collection and related sketches are not subject to any third-party rights.

All entered outfits will remain the property of the participant. The jury may decide to select documentation and presentations charts for inclusion in the SDBI Archive; however, the contestant will permanently retain the copyright for the selected designs.

The contestant agrees to provide the organizer with free, unlimited physical, temporal, and contextual usage rights for publication of his/her materials directly related to the competition (such as exhibits, documentation, internet, media work, or other activities). This applies in particular to photos ordered upon request and paid for by SDBI, and encompasses all types of media (incl. social media like FaceBook). In addition, the winners agree to publication of their personal portraits and photos. Commercial promotion is excluded.

Internships

The offered internships include a standard probationary period of 14 days. The timing and work details (probationary period, etc.) of the offered internships will be discussed directly between the company and the winner. If an internship is ended prior to the agreed-upon time span, the winner has no legal claim to any remaining wages.

SDBI cannot guarantee the actual occurrence of internships offered by outside companies. However, in case of questions or conflict, the foundation will use all possible channels to attempt to find a mutually satisfying solution for all involved parties. In case a group project wins an internship, the participant will be determined by drawing lots.

Use of Contestants' Personal Data, Privacy

By signing the terms of conditions of the competition, the participant agrees to allowing SDBI to use and publish his/her name. Any personal data supplied by the contestant will be processed and stored electronically in a secure database. Any data collected during the competition will exclusively be used by SDBI for the competition and ongoing contact for further talent development opportunities.

Personal Media Activities

Participants agree to submit all personal media activities related to the European Fashion Award FASH 2011, in particular reports, documentation, press contacts, and promotional efforts to SDBI at mail@sdbi.de and to publish such only after written approval has been received.

The participants also agree to include the following designations in all activities related to the European Fashion Award FASH:

- European Fashion Award FASH 2011
- Stiftung der Deutschen Bekleidungsindustrie SDBI or in English-language publications: Stiftung der Deutschen Bekleidungsindustrie (German Fashion Industry Foundation) SDBI. Once the full name of the foundation is used in a document, it may followed by the abbreviation SDBI in the remainder of the text.

Other

This competition and all related agreements are subject exclusively to the laws of the Federal Republic of Germany. By signing the entry form the participant confirms that he/she has read and agrees with these terms and conditions, as well as all terms related to privacy and usage rights.

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Contact

Please ensure that e-mails always contain the following in the subject line: participant number, last name and precise subject or request.

For contextual questions on the competition details contact:

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

For questions on shipping and return of competition materials contact:

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
81823 Munich
Germany
fuchs@sdbi.de

Address for Package Deliveries:

Stiftung der Deutschen Bekleidungsindustrie
c/o Messe München GmbH
Constanze Fuchs
Am Messesee 2
81823 Munich
Germany

Entry Form

Please send by Fax to
+49-89-949 20199

Title of the entered project
(to avoid conflicts, do not use actual brand
names)_

Ms./Mrs./Mr._

Last Name, First Name_

Date of Birth_

Nationality_

Street_

Postal Code/City_

Country_

Tel. No. (incl. international code)_

Fax_

Mobile No._

E-Mail_

The entry is a team project:

Members_

Spokesperson for the team (must have e-mail
and mobile phone)_

University _

Name_

Department_

Semester_

Street_

City_

Postal Code_

Country_

For participants with Bachelor/Master/Diploma:

Date of Graduate Exam_

Responsible Professor/Mentor

Ms./Mrs./Mr._

Last Name_

First Name_

Tel No. (direct)_

E-Mail (direct)_

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

Please immediately contact us if your address informa-
tion (telephone, e-mail) changes.

Please also provide contact information where you can
be reached, e.g. during semester breaks or internships.

Incomplete competition materials will invalidate the
entry! Hand-written texts are not acceptable.

The following materials must be submitted together
with the completed and signed entry form:

a) Detailed curriculum vitae (in English)

b) Concept outline (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 docu-
mentation or portfolio)

f) 2 outfits (a number of pieces of apparel, forming a
representation of fashion when combined)

g) Proof of enrolment at a university

h) Reference (e.g. by a professor or an industry expert),
describing the exceptional talent of the student.

I am hereby entering the
European Fashion Award FASH 2011 by the
SDBI, Subject "Attention Please!?"

I have read and agree with the terms and
conditions for the competition, including the
terms and conditions regarding **privacy** and
usage rights. I herewith declare that I have
ownership of the entered project and there is
no violation of any third-party rights. I here-
with release the organizers from any third-
party claims.

Location, Date, Signature