

European Competition Award of the Stiftung der Deutschen Bekleidungsindustrie 2006

The European competition is sponsored by the Stiftung der Deutschen Bekleidungsindustrie (German Apparel Industry Foundation). The foundation was established 1977 by the fashion entrepreneur Klaus Steilmann. The foundation's purpose is the promotion of young talent.

Briefing: Local - Global

The Award of the Stiftung der Deutschen Bekleidungsindustrie 2006 with the topic "local – global" will be awarded to designs, which are based on the local clothing culture of the region of the designer and consequently stand in contrast to the market with their attitude and identity. The designs should transform local elements into new, up-to-date and globally attractive symbols.

In spite of all the talk about individualism and the apparent great range of offers, products have largely become uniform with globalization. The worldwide "Esperanto style" with an alphabet from Armani to Zara is not only due to the assumptions of manufacturers that the social groups are the same worldwide or that all suppliers want to sell to all customers, but also due to the fact that their products are often from the same manufacturing plants in the Far East, regardless of whether from high profile brands or cheap vertical systems.

Although fashion has always been globally oriented, mainly local styles, clothes for work, multifaceted everyday clothes and Sunday dress as well as colorful uniforms – in addition to fashion clothing – set the tone for the street scene until into the 1960s. Different body shapes, climates, available materials, dyes and craftsmanship also put their stamp on clothing. Even the different sports were developed dependent on the possibilities on site. These special regional characteristics and national design cultures are still in existence today. For example, different products sell well in London than in Liverpool.

1st Part: Analysis

The first part of the work to be submitted should provide an independent analysis of the clothing culture from the region, from where the designer comes (and consequently demonstrate in-depth understanding of the culture). The place of studies can be selected alternatively. The region may not be selected freely, because we are not interested in superficial, ethnic symbols. After providing an overview, the analysis should concentrate on one aspect, for example a material, a production technique or a particular sport. The analysis results must be supplemented by the entrants' own observations and documented in photographs. The result of this independent analysis should be complemented with research of relevant publications such as market studies, books or articles.

2nd Part: Concept

Based on the analysis, a design concept should be created on the subject of "local – global". The requirement is an independent and coherent design concept while geared to the market at the same time.

3rd Part: Design

Based on this well-founded design concept, the third part of the work must show the results as in a collection with at least four outfits. One outfit should be submitted for jury evaluation. From the winners the complete collection will be exhibited. Whether the design is for womenswear, menswear, or a collection for both is left to the participant and depends on the analysis. A season is not specified.

Special Award Fashion Branding

The tasks of fashion designers have changed completely since the foundation was founded in 1977. In addition to the design of products that does justice to target groups, the shaping of identities has been added. Because there is no special training for this in colleges, the foundation would like to point the way for this and create consciousness for brands and brand identities. Therefore, it is awarding a special prized Fashion Branding in collaboration with Interbrand Zintzmeyer & Lux. The world's leading brand consulting company Interbrand belongs to Omnicom, one of the largest communication groups of the world.

Briefing

The Special Award Fashion Branding will be awarded for concise brand worlds, which are based on values. Therefore, the task is to develop a branding concept for a fashion label. The submitted works must be in relation to a competition entry on the topic "local – global". The brand concept should be formulated and presented both conceptually and visually in harmony with the product. Consequently, interdisciplinary projects are recommended such as between fashion and business communication or fashion and communication design.

Although fashion creates identity and identity is considered the competitive strategy of the future, there has been surprisingly little research given to how fashion designers can shape brand identities strategically, let alone solidly based knowledge about this. One of the reasons is certainly that reconciling the issues is complicated. It is not only a question of building a bridge between the continual changes in fashion and the necessary continuity of brands, but also the duality of fashion itself between attempts to fit in and the need to be different, individualism and membership in a group.

1st Part: Analysis

The analysis should be elaborated in connection with a project on the topic "local – global".

2nd Part: Concept

Elaboration of a brand personality on the basis of a model of brand personality common in publications. The developed concept should be well thought out strategically and displayed in a well-grounded manner.

- Positioning concept of the new brand
- Positioning of the brand in the existing competitive environment

3rd Part: Design

The brand personality should be presented visually in the sense of a "brand" experience in a sub-sector and in harmony with the product.

In addition to display of the target group, the following aspects should be visualized:

- Brand world/ experience (e.g., logo, typography, colors, materials, claim)
- Picture concept (fashion photography, tonality, impression)
- Shop layout
- Communication (advertising concept)

The results must be presented as a "mood board".

Participants

The competition is directed at talented design students from all design disciplines, particularly from textile and fashion design. Students from the 4th semester upwards and currently registered at a European University or Fashion School are eligible for entry. Students from the first four semesters can also participate in groups involving students in different stages of their studies.

The project work should be carried out specifically for this competition. Projects can be submitted by individuals - or even better - by interdisciplinary teams and/or cooperative efforts with a company. Also acceptable are intermediate diploma or graduated projects (Diploma/Certificate, BA or MA) if they comply with the Briefing and are carried out during 2005. The submitted projects should not have been previously publicised.

Works by students of business and communication sciences can also be submitted for the Special Award Fashion Branding. However, these students must have a partner from the area of studies of design for the visualization.

Jury

The jury are of internationally experienced experts in design, industry, marketing, the media and the trade. They will select the winners in accordance with defined criteria. The decision of the jury cannot be contested in a court of law.

Members of the jury are:

Reinhard Binder, Creative Director, Interbrand Zintzmeyer & Lux

Marcel Herrig, Unicut Design Office

Torsten Hochstetter, Global Head of Design, adidas-Salomon AG

Ulrike Proß, Marketing, The North Face

Joachim Schirmmacher, Editor-in-chief, Style in Progress

Joyce Thornton, Generation Now Editor, WGSN

Martin Trautmann, Shop Boarders, Munich

Judging Criteria

The jury will examine all projects on the topic "local – global" according to the following criteria:

- Overall concept (analysis, strategy, interdisciplinary character)
- Innovation/vision (link of local and global, technology impulses)
- Quality of the presentation and the finishing of the garments (drawing quality, workmanship, fit, colour concept, material selection)
- Area of application, functionality, practical value

The works for the Special Award Fashion Branding will be evaluated according to the following criteria:

- Overall concept (analysis, strategy, interdisciplinary character)
- Conception (uniqueness, potential for differentiation)
- Relevance with respect to product and industry
- Brand suitability for the future
- Possibility to realize in actual practice
- Strictness and consistency of realization from concept to design
- Interplay between product and brand
- Innovation/vision

Prizes

The total prize money for the Award of the Stiftung der Deutschen Bekleidungsindustrie 2006 amounts to 7,000 Euros.

1. Prize: 4,000 Euro
2. Prize: 2,000 Euro
3. Prize: 1,000 Euro

Adidas, René Lezard and Schöffel additionally award six month contracts for paid internships.

The total prize money for the Special Award Fashion Branding amounts to 3,500 Euros.

1. Prize: 1,500 Euro and a six month contract for an internship at one location of Interbrand Zintzmeyer & Lux (*Zurich, Cologne, Munich, Hamburg*)
2. Prize: 1,500 Euro
3. Prize: 500 Euro

The jury is free to divide up the prize money in a different way. Furthermore, the jury is also free to award additional "Honourable Mentions" which are not necessarily connected with a award of prize money. Decisions of the jury are final.

Thanks to sponsorship by ispovision, the winners will enjoy additional communications support:

- Booth/exhibition space
- Award ceremony, press conference
- Integration into the ispo communications media (daily news, magazine, newsletter)
- Publication on the Internet, including a presentation on the award website as well as a link to the winner's own website (if one exists)
- Press release
- Presentation on the media database of ispo

In this way the winners will present their work to approximately 55,000 trade visitors and over 2,000 international journalists at ispo.

Starting December 15th, all participants are invited to sign up for free entrance to the award ceremony as well as the ispovision and ispo fairs: visit.ispo@stiftung-bekleidungsindustrie.de

Award Ceremony and Exhibition

The award ceremony takes place at ispo vision from January 29th until February 1st, 2006.

The winners pay their own travel costs and any other expenses personally. A flat rate will be paid for overnight stays in the amount of 150 euros for single persons and 300 euros for groups. Applicants agree to appear in person at the award ceremony in Munich in the event of winning a prize. The exact date will be communicated in time.

Competition timing

- Registration deadline: **December 14th, 2005**
Please send the filled in and signed registration form until December 14th, 2005, per Fax to (+49 89) 949 97 20 194. You'll receive a confirmation of your registration.
- Entry deadline for digital concept: **December 21st, 2005**
The summary of the concept should have approx. 3,500 characters/500 words and has to be sent to mail@stiftung-bekleidungsindustrie.de in English until December 21st, 2005. Please note that the e-mail may have a maximum size of 500KB (Word or PDF-document).
- Entry deadline is **January 10th, 2006**.
Until January 10th we need the following material:

As participant of the Award of the Stiftung der Deutschen Bekleidungsindustrie 2006:

Detailed curriculum vitae in English, Portrait-style photo, summary of concept, documentation (typed in English), presentation charts, photos of all submitted examples (if not part of the documentation or portfolio), 1 outfit, certificate which proves that candidate is attending College/University or copy of the Degree certificate and a letter of reference (e.g. of a professor or an expert of the branch) describing the individual's particular talent.
In particular from Switzerland enough time must be taken regarding customs handling.

As participant of the Special Award Fashion Branding:

Detailed curriculum vitae in English, Portrait-style photo, printed summary of concept, documentation and analysis (typed in English, approx. 20 pages of text, maximum 10 pages of illustrations, format DinA4), certificate which proves that candidate is attending College/University or copy of the Degree certificate, mood board (cardboard A1 horizontal).

- Arrival of the other outfits of the winners: **January 21st, 2006**
If you are selected as one of the winners by the jury, please send in the additional outfits of your collection until January 21st.
- The notification of all participants occurs in January.
- Award ceremony and exhibition: in line with ispo vision (January 29th to February 1st 2006)

Registration

Definitely Registration until 14th of December, 2005 with following data:

I apply for:

- Award of the Stiftung der Deutschen Bekleidungsindustrie, subject „lokal - global“
- Special Award Fashion Branding

Title/Name of project work:

Insured value of the submission:

Ms Mr.

Name, first name

Date of birth

Nationality

Street No.

Postal Code, City

Country

Phone (incl. international country code)

Fax

Mobile Phone

E-Mail

The project was developed by a team. Team members are:

Speaker of the team (has to be available via e-mail and mobile phone):

College/University

Name

Department

Year

Street No

Postal Code, City

Country

Advising Professor

Ms Mr.

Name

First name

Phone (direct)

E-mail (direct)

Competition Contribution

Local - Global

The work to be submitted for the Award of the Stiftung der Deutschen Bekleidungsindustrie 2006 on the topic "local – global" is divided into three parts:

- Documentation of the analysis and the concept
- Presentation Chart
- Outfits

Documentation of the analysis and the concept

a) Summary (3,500 characters/500 words) in English. This must be sent to mail@stiftung-bekleidungsindustrie.de by December 21st, 2005. A printout of the summary must be sent by mail. Please note that the e-mail may have a maximum size of 500KB (Word or PDF-document).

b) Analysis documentation and the resulting design concept typed in English. This must contain a list of worked materials with precise information about articles and manufacturers.

Length: 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

Design concept presentation using illustrations, technical drawings, colour and fabric concept. Format: cardboard A3 horizontal (420 mm x 297 mm)

Outfit

One outfit must be submitted for the jury meeting.

The garments presented must be German sizes: women 38 or M, men 52 or L.. These sizes are mandatory.

The materials used must be documented (manufacturer and precise article name, including information such as second hand, etc.)

In the case of a prize, the additional outfits of the collection must arrive in Munich by the 21st of January 2006 at the latest for preparation of the award ceremony. A CD with three songs should also be sent for the presentation during the award ceremony.

Pictures are required for fittings (including during jury meeting), 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.)

Special Award Fashion Branding

The works to be submitted for the Special Award Fashion Branding are divided into two parts:

- Documentation of the analysis and the concept
- Mood board

Documentation of the analysis and the concept

a) Summary (3,500 characters/500 words) in English. This must be sent to mail@stiftung-bekleidungsindustrie.de by December 21st, 2005. A printout of the summary must be sent by mail. Please note that the e-mail may have a maximum size of 500KB (Word or PDF-document).

b) Analysis documentation and the resulting design concept typed in English.

Length: 20 pages of text; maximum of 10 pages of illustrations.

Format: DIN A4 (210 mm x 297 mm)

Mood board

Format: cardboard A1 horizontal (840 mm x 600 mm). To be sent in rolled.

Participants will be assigned a number after the binding registration. Each individual part must contain this number on the reverse side (the inside for clothing).

Digital submissions are not permitted except for the summary.

Competition Conditions

Costs, Transportation and Insurance

The participation in the competition is free of charge.

All documents/garments must be carefully packed by the participant; the packaging material must be suitable for return transportation.

Participants cover all costs for sending all competition documentation/garments and insurance for delivery. Unpaid deliveries cannot be accepted.

The Foundation assumes the cost of return delivery of the submitted projects as well as insurance coverage while these are in their possession and for return transportation.

After the jury meeting, works which have not been selected for the exhibition, the archive, or for communications purposes (e.g. further exhibitions, media purposes) will be returned.

In connection with this, the Foundation reserves the right to use the selected projects for a maximum of six months.

Archive of the Stiftung der Deutschen Bekleidungsindustrie

Selected documentation and portfolios remain in the archive of the Stiftung der Deutschen Bekleidungsindustrie. All garments will be returned.

Rights

All rights to ownership and authorship must lie with the participant. All submitted garments will remain property of the participant. Selected documentation becomes property of the archive of the Stiftung der Deutschen Bekleidungsindustrie.

The copyright and right of use belong to the participant at all times.

The foundation reserves all publishing rights for the duration of the competition as well as for publication purposes, which are directly connected to the competition (such as the exhibition, media purposes or other events).

In case a team wins the internship, it will be assigned by lot. The internship includes the common probation period of 14 days. The date and the employment contract will be arranged directly by the winner and the company. If the internship is aborted, the right for a payment of the remaining allowance is excluded. The Stiftung der Deutschen Bekleidungsindustrie 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.

The participant agrees to these conditions by signing the application form.

Contact

Via e-mail: please write your last name and the exact concern in the reference line.

Concerning content questions of this competition:

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

All documents and garments must be sent to
(Also for questions concerning the delivery and return of projects):

Stiftung der Deutschen Bekleidungsindustrie
c/o Messe Muenchen GmbH
Constanze Fuchs
Messegelaende
D-81823 Muenchen
Tel +49 - 89 949-20 194
Fax +49 - 89 949 97-20 194
constanze.fuchs@messe-muenchen.de

Stiftung der Deutschen Bekleidungsindustrie

The "Stiftung der Deutschen Bekleidungsindustrie for the Promotion and Training of up-and-coming designers in the Fashion Industry", thus its official name, was founded by Professor Klaus Steilmann, Ph.D.eng., HC. The winner of the fashion prize in 1977 by the City of Munich initiated the foundation with the award money. It is a public foundation subject to civil law and of legal status located in Munich. Its purpose is the promotion of training of neediness and talented students in the fashion industry.

Foundation Board

Peter Knoll (Chairman), ispo Exhibition Director, Messe Muenchen GmbH
Anja Ulrich (Deputy Chairwoman), Lawyer, Messe Muenchen GmbH

Foundation Advisory Board

Joachim Schirmmacher (Chairman), Journalist, Design Manager
Klaus Steilmann, permanent member
Marcel Herrig, Unicut Design Office
Ulrike Pross, Marketing, The North Face
Danielle Sellwood, Active Market Editor, WGSN
Martin Trautmann, Shop Boarders in Munich

Purpose and Goal of the Foundation

The Foundation pursues the goal of future-oriented promotion of young talent. It assumes a guiding role for design and industry through thematic invitations to compete, its communication and publications as well as its branch network. The Foundation will give access to the public to provide a link between young designers and industry or potential clients.

Communication instead of Products

Simple craftsmanship or formally aesthetic product design is no longer enough today. Escaping into spectacular styles is counter-productive in the long run, as these products contribute to the loss of authenticity of businesses through rapid changes in styles and fashions.

It is therefore becoming less a question of shape and more one of the sense. These processes include not only meaningful product designs but also the creation of business processes such as online-shopping or of business positioning.

“Integrated product development, that is the simultaneous development of products, communication and distribution, are decisive for sustained market success.” Joachim Schirmmacher, Chairman of the Foundation Advisory Board

In the fashion industry, it is becoming increasingly important to create collections with a recognisable brand character, just as „family faces“ have become standard in the automobile industry. Such fashion collections are still very rare, preventing many companies from developing a brand image.

Innovative strategies require not only great talent and intuition but are increasingly based on research and development. Design, which has traditionally included not only economic interests but also social and cultural interests, is therefore undergoing a significant structural change process in parallel to overall economic developments:

- Design is now only relatively object-oriented and must become more and more process and strategy-oriented.
- An increasingly virtual business economy is leading to new fields in design (convergence of media, interfaces, eBusiness).
- Design is therefore developing from a creative to a knowledge-based discipline.

Craftsmanship and “creative” development now form only the foundation of the fashion designer’s profession. Well-founded theory (design theory, sociology, psychology), design management (qualitative market research, project management, strategy, branding) etc., now belong to today’s vital strategic competencies.

This is the point at which the foundation works - through direct support and indirect guidance. It promotes work and projects that are based on a strong conceptual format, and which deepen or newly expand existing skills and knowledge. Projects should be dedicated to the increasing amalgamation of sports and fashion. Projects by interdisciplinary teams are explicitly desired.

Registration form

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

Please indicate the address at which you can be reached after December 14th, 2005 (during semester break or internship).

Changes of address (telephone, e-mail, etc.) should be communicated immediately.

Title/Name of project work

(In order to avoid disputes over trademark use, please do not use any real brand names)

Insured value of the submission:

Name, first name

Ms Mr.

Date of birth

Nationality

Street No.

Postal Code, City

Country

Phone (incl. international country code)

Fax

Mobile Phone

E-Mail

The project was developed by a team. Team members are:

Speaker of the team (has to be available via e-mail and mobile phone:

College/University

Department

Year

Street No.

Postal Code, City

Country

For graduated participants: Month/Year (expected)

Advising Professor

Ms Mr.

Name, first name

Phone (direct)

E-mail (direct)

Participation is denied if documentation is incomplete. Hand-written texts are not accepted. The winners' documents b to g will be published (in excerpts), exhibited and used for media purposes. Therefore, they must be submitted in corresponding high quality.

The following Material must be sent with the completed typed out and signed Entry Form:

For participants of the Award of the Stiftung der Deutschen Bekleidungsindustrie 2006

- a) Detailed curriculum vitae typed in English
- b) Portrait-style photo (passport size) in envelope with name on the back
- c) Summary of concept (3,500 characters/500 words typed in English)
- d) Documentation (typed in English)
- e) Presentation Charts
- f) Photos of all submitted examples (if not part of the documentation or portfolio)
- g) 1 outfit
- h) Certificate which proves that candidate is attending College/University or copy of the Degree certificate
- i) A letter of reference (e.g. of a professor or an expert of the branch) describing the individual's particular talent.

For participants of the Special Award Fashion Branding:

- a) Detailed curriculum vitae in English
- b) Portrait-style photo (passport size) in envelope with name on the back
- c) Printed summary of concept (3,500 characters/500 words typed in English)
- d) Documentation and analysis (typed in English, approx. 20 pages of text, maximum 10 pages of illustrations, format DinA4)
- e) Certificate which proves that candidate is attending College/University or copy of the Degree certificate
- f) Mood board (cardboard A1 horizontal).

I agree to the competition Conditions and accept all rules, regulations and deadlines. I am the author of the submitted project(s) and do not thereby infringe on the rights of a third party. I release the organisers from claims by a third party.

Date, Signature