



SDBI.DE

EUROPEAN FASHION AWARD – FASH 2012

AWARD OF THE STIFTUNG DER DEUTSCHEN BEKLEIDUNGSINDUSTRIE

Call for Entries

active

Performance
Sportswear

active

Performance Sportswear

Sports invoke pure emotions: victory and loss, suffering, despair, euphoria, pain, or relief. Sports have seeped into almost all areas of life, even fashion, yet performance sportswear does not play a very significant role in fashion design schools. Performance sportswear offers appealing challenges with enormous potential for innovation. Each sports discipline has different motion profiles, values and identification factors with their own special code. Innovative materials and new manufacturing methods, often leading to a new kind of aesthetic, have a lot of impact. The challenge is increased even more by issues like ultra-light equipment, protection, specialized designs for women or seniors, or eco-friendly and society-appropriate apparel.

The European Fashion Award – FASH 2012 featuring the title “Active – Performance Sportswear” is looking for sportswear for competitive, endurance, training (exercise) or fitness sports (physical activity), combining the best possible function with an appropriate level of fashion, all wrapped up in meaningful and appropriate design. The selection of the sports discipline and skill level – professional or amateur – is the participant’s choice. Simple sportswear, meaning apparel with a sporty look, is not acceptable. Thanks to its complexity “Performance Sportswear” is a particularly interesting subject for inter-disciplinary projects or collaboration between different segments such as fashion and industrial design, yet also the garment technology sector, as well as textile and communication design.

The European Fashion Award FASH is an annual competition held by the Stiftung der Deutschen Bekleidungsindustrie (German Fashion Industry Foundation – SDBI) since 2005. Thanks to its tradition, fairness, strictly professional orientation, challenging tasks, high-calibre jury and elaborate selection process to determine the winners from the entered fashions, its refined documentation, and last but not least, the subsequent success of former award winners, FASH has become one of the most important sponsorship awards for fashion design students.

Fashion entrepreneur Klaus Steilmann founded SDBI in 1978. The foundation's goal is to foster fashion students. 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).

active

Performance Sportswear

Special Award Gore Bike Wear

No Pain, no Pleasure – bike sports often reflect a high level of elegance hiding the underlying peak athletic performances. The Special Award Gore Bike Wear searches for bike sports apparel (road, mountain, or trekking bike) with sophisticated aesthetics. The accepted range includes amateur to semi-pro, road racing to cycling after work, Etape du Tour or Alpine Cross, for men or women. Accessories may be added. The ideal outcome is the definition of a specific language particularly for the Gore Bike Wear brand. Analysis, concept, and design should be developed analogue to the topic “Active – Performance Sportswear”.

Imagine the look of a multi-functional, almost non-existent garment protecting the cyclist against any type of weather, every riding condition: riding an entire leg under the hot sun, chilly dampness on a mountain trail, or icy headwinds on a descent? How can padded bike pants look sexy? Is there a way to enhance muscle power with sports apparel, a way to lower the anaerobic threshold and to avoid muscle acidosis? How about aerodynamic bike wear which will not reveal too much of every body detail, and the contrasting idea, apparel that emphasizes the aesthetic elements of a well-trained figure?

Where is the threshold between bike wear for semi-pros and amateurs?

How can hands and feet stay warm even when temperatures drop below freezing? How about ventilation systems simple to adjust even at high speeds and while wearing gloves? Can the baggy look preferred by mountain bikers be combined with the necessary safety and aerodynamic requirements? What functions must a jacket provide to allow shoulder-carrying a bike across a chasm? Can jersey pockets provide enough space to eliminate the need for a backpack?

Are cyclists focusing only on reaching the ultimate performance or do they consider style and status as well? Is hi-tech always a must, or are simple basics, in the sense of the “New Normal”, enough for amateurs? Do cyclists strive to copy the look of the pros with bright colours and sponsor logos, or do they prefer elegant, understated looks reminiscent of their Porsche, BMW, or Audi? What could be the new colour scheme for bike wear? How can cyclists convey their pride in their sport into their every day life? And where can you purchase such apparel?

Who are the active cyclists and what are their motivations; what kind of experience do they expect? Is cycling an action sport for them or a means to find peace and quiet? And is cycling really a sport or rather a lifestyle, almost an act of anarchy in an apathetic world?

Does a man working in middle management have different demands for his bike wear than a CEO? Do women shop more rationally than men? Does a student need bike wear that is different from what a physically fit retiree uses? Or is the bike the big leveller?

Does the male identity crisis have any impact? Is cycling a refuge where men can prove their power and manliness? Is the masochistic macho image still an ideal? Is the skinny jockey who shaves his legs considered manly?

What is the perfect look for self-confessed cycling enthusiasts such as architect Norman Foster, fashion designer Paul Smith, hotelier Rocco Forte, musician Mick Jagger, or Starbucks founder Howard Schultz? How much should bike wear cost if the price of the bike is 1,500, 5,000 or 10,000 Euro? And: how can a brand like Gore Bike Wear find a look which substantially distinguishes the brand from other high-quality suppliers?

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Briefing

1. Analysis

The first part of the project to be submitted must include an independent analysis of the selected sports discipline. Participants shall fully identify on more than just a quantitative level what athletes want, aspire to and prefer. Required is an analysis of the sequence of motion and essential functions, an understanding of the specific culture of the selected sports, as well as a personal view – whether in the streets or in the locker rooms. Analysis results must be complemented and documented by photos taken by the student him/herself. Media such as blogs or fashion magazines are not acceptable.

Secondly, the independent analysis shall be supported by research using appropriate publications such as market studies, books, or articles.

2. Concept

The next step is the establishment of the concept for a collection on the topic “Active – Performance Sportswear” based on the analysis. The organizers are looking for challenging designs; original and coherent; convincingly and innovatively combining function and fashion. They can be geared to the market, but should offer more than just a new trend. This requires a well-thought-out concept and planning, including the reflection of social, economic, cultural and political processes.

3. Design

Based on this established concept the third part of the project shall interpret the results in a collection of a minimum of **four** outfits. The designs shall include all layers of apparel; including undergarments (base or skin layer), warming or protective layer, depending on the selected sport. One completely finished outfit must be submitted to the jury. Award winners will be required to complete a second outfit for the photo shoot. You may select any sports discipline.

Complementing accessories are permitted. Depending on the analysis, the participant may choose whether to design for professionals or amateurs, women or men. There is also no restriction on the selection of the season.

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Participants

The competition targets especially talented design students from all areas of design, in particular from the sectors of fashion, textile and industrial design. The competition is open to students who are enrolled at a European university or fashion institute, in the 4th semester or higher.

Students from outside of Europe are also eligible. However, special conditions apply for their participation (see "Participants" below).

Entries may include projects by individuals or projects established by interdisciplinary teams (particularly encouraged) and/or in cooperation with companies.

Also eligible are final projects, theses and dissertations or bachelor and master projects, if they comply with the scope of the described task and were compiled in 2011.

Previously published designs entered in the competition will not be taken into consideration.

Jury

A jury consisting of international design, industry, and media experts 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.

Members of the FASH 2012 Jury:

Clemens Deilmann, Head of Design, Gore Bike Wear, Munich
Marcel Herrig, Unicut Design Limited, Shenzhen, China

Dennis Hinze, Creative Director, n3twork for design and marketing, Frankfurt a.M., Boulder, Co, USA

Joachim Schirrmacher, Büro für strategische Kommunikation (Agency for Strategic Communications), Berlin

Evaluation Criteria

The European Fashion Award – FASH 2012 is divided into the categories Students and Graduates. All submitted projects satisfying the rules and guidelines for the topic "Active – Performance Sportswear" will be evaluated according to the following criteria:

- Overall Concept (analysis, strategy, understanding and realization of the topic, target group, interdisciplinary character)
- Innovation/Vision (impulses for sports, level of fashion, pattern innovation, finish, patents, etc.)
- Functionality (mobility, ergonomics, material selection)
- Understanding of the Selected Sport (history, relevance of the design)
- Technical and Design Implementation (sketch quality, presentation, workmanship, fit, colour concept, branding suggestions)

Prizes

Winners of the European Fashion Award FASH 2012 will receive the following prizes:

- Photo session with a renowned fashion photographer
 - A printed catalogue with sophisticated graphic design
 - Professional media services
 - Comprehensive communications services provided by ISPO Munich 2012
 - Inclusion into the SDBI network, as well as mentoring with SDBI project management
 - Cash prizes totalling 5,000 Euro
- 1st Prize: 2,500 Euro
2nd Prize: 1,500 Euro
3rd Prize: 1,000 Euro
- The jury may also award special mention prizes, at 500 Euro each.

Winners of the Special Award Gore Bike Wear will receive the following prizes:

- A paid (min. 550 Euro/month) six-month internship at Gore Bike Wear in Feldkirchen-Westerham near Munich
 - Cash prizes totalling 5,000 Euro
- 1st Prize: 2,500 Euro
2nd Prize: 1,500 Euro
3rd Prize: 1,000 Euro

As an addition form of appreciation the jury may decide to permanently include selected documentations and presentation charts into the Archive of the Stiftung der Deutschen Bekleidungsindustrie.

The total value of all prizes is equivalent to more than 80,000 Euro.

The jury reserves the right to distribute prizes in a different manner as shown in the competition documentation.

Communication Services

Thanks to the support by ISPO Munich 2012 all award winners will receive additional communication services as follows:

- Generously designed exhibition of all award-winning projects in a special SDBI exhibit booth in a central and prominent location at ISPO Munich 2012
 - Award Ceremony / Press Conference
 - Integration into ISPO Munich 2012 communication channels
 - Online publication, including presentation on the special award website with a link to award winner's homepage (if applicable)
 - Press releases to more than 2,000 international journalists
 - Inclusion in ISPO Munich 2012 media database
- This provides award winners with an opportunity to present themselves to more than 60,000 trade show visitors as well as over 2,000 international journalists at ISPO Munich 2012.

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Participants may register for complimentary visit of ISPO Munich 2012 and the award ceremony as of December 15th, 2011: visit.ispo@sdbi.de

Schedule

- Registration Deadline: September 19th, 2011 (attached registration form only)
- Submission Deadline (complete entry forms including 1 outfit and brief digital concept): October 14th, 2011 (this is NOT the postmarked date; all materials must be received in Munich on or before this date. Please take into account any required customs processing time for submission from non-EU countries as well as from Switzerland).
- Jury Meeting: Mid-October 2011
- Participants will be notified in November 2011.
- Photo Shoot: Mid-November 2011
- Award Presentation: January 29th, 2012, 12.00 Noon at ISPO Munich 2012
- Award winners must be present in Munich January 28th from 10:00 am until February 1st, 2012 7:00 pm.
- Exhibition: at ISPO Munich 2012 from January 29th to February 1st, 2012

Project to Be Submitted

The project to be submitted for the European Fashion Award – FASH 2012 on the topic “Active – Performance Sportswear” is divided into three parts:

- Documentation of Analysis and Concept
- Presentation Chart
- 1 Outfit

Documentation of Analysis and Concept

a) Brief Concept: one (!) page (3,500 characters/500 words) without images/illustrations in English. To be submitted by email to mail@sdbi.de by October 14th, 2011 (.pdf, max. size 500 kB); paper copy to be attached to the presentation.

The participant number must be noted on the upper right corner (no name!) in 20 dp font size.

File Name: Participant Number plus FASH12, e.g. 14FASH12.pdf

b) Documentation of the research and resulting concept in English. In addition, the design must be described accurately and clearly according to the mentioned jury criteria.

Scope: 10 to 30 pages of text; max. 20 pages of illustrations, technical sketches, material and colour concept (incl. list of materials); 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 enclose the presentation chart and documentation in a durable A3 folder to appropriately protect your materials during transport (mail delivery, jury meeting, handling of entries).

The appearance of the documentation and presentation chart must be appropriate for an international competition (A4 sheets in transparent binder jackets are not acceptable). However, an expensive, seemingly professional look to the documentation will not influence the jury's decision; rather whether the project's potential is recognizable. Each garment and every piece of documentation must be marked with the participant number, which will be assigned upon registration. If pieces are not marked, SDBI reserves the right to do so with a permanent marker. SDBI is not liable for any resulting damages.

Outfits

Participants must select one finished outfit to be sent in for the jury meeting.

Sizes: Ladies 36 or S, Men 52 or L.

These sizes are mandatory (or garments will not fit the models 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

Depending on the selected sport, the designs shall reflect the appropriate physique or body type (pycnic, athletic, asthenic); sizes may be slightly adjusted accordingly.

The jury is aware of the fact that participants will submit prototypes, not industrially finished designs. The jury also knows that material appropriation may be difficult. Therefore, the jury will react positively to material suggestions or simulations (e.g. with the help of finishing experiments).

Participants shall document all materials used (manufacturer, and if available, detailed article identification, certifications, other information including origin, such as second-hand source and textile type, etc.). Participant must provide photos for the fitting during the jury meeting, showing in detail how the fashions are to be worn by the model. If the design is complex or not completely clear the dressing process must be documented step by step (front/back, right/left, wrap techniques etc.).

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Guidelines

Organizer

Stiftung der Deutschen Bekleidungsindustrie zur Förderung der Ausbildung von Nachwuchskräften in der Modebranche (German Fashion Industry Foundation for the Promotion and Training of up-and-coming Designers in the Fashion Industry), located in Munich; with the goal to support the education of a new generation of talented fashion designers.

Participants

The contest is open to especially talented design students of all disciplines, but especially from the textile, fashion and industrial design areas. Students currently enrolled in their fourth semester or higher are entitled to participate. Groups containing students from the fourth semester and higher, may also include younger students.

Students who take or have taken classes for more than one day between February 1st, 2011 and January 31st, 2012 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.

Final projects, theses and dissertations, as well as bachelor and masters projects can also be submitted if they correspond to the task and were created in 2011. Designs which have already been published will not be taken into consideration.

Students from countries outside of Europe are also eligible to enter. However, due to limited funds the competition organizers cannot reimburse the costs for round-trip transport (incl. any applicable customs duties) or insurance. If the student wins an award, the organizers can only provide the flat fees for round-trip travel (photo session 200 Euro for individuals or groups, award ceremony and exhibition 400 Euro for individuals, 800 Euro for groups). Any addition expenses will be the responsibility of the award winner. It is therefore recommended that students investigate all related costs and look for potential sponsors prior to entering.

Award Presentation and Exhibition

Participants are required to be present in person at the award ceremony at ISPO Munich 2012, should they be selected as a winner, as well as for the duration of the trade show including exhibit set-up (from January 28th, 2012 from about 10:00 am to February 1st, 2012 7:00 pm). The exact schedule will be provided in a timely manner. Winners are required to pay their own travel expenses. They will receive a one-time flat fee reimbursement for

travel (photo shoot 200 Euros for individuals or groups, award ceremony and exhibition 400 Euros for individuals and 800 Euros for groups). All additional expenses are the responsibility of the winner.

Funds will be wired to your bank account after submission of an invoice (to Messe München, Finance Department, Am Messesee 2, D-81829 Munich, Germany) following the award ceremony.

Expenses, Transports and Insurance

Participation in the competition is free of charge.

All projects must be packaged carefully and appropriately by the participant; packaging material must be suitable for use in return shipments.

The cost for transport and insurance of all competition materials is the responsibility of the participant. Collect shipments will not be accepted.

SDBI will cover the cost for return shipment for entries submitted by participants from Europe.

Once received, the submitted outfits and documentation are insured for up to 1,000 Euro per outfit for the duration of the competition and return shipment. Should any damage occur, the participant must provide detailed information on the materials used and hours of work applied to determine the exact value.

After the jury meeting all projects not selected for an award will be returned to their owners by December 1st, 2011. SDBI reserves the right to retain selected projects for further use for up to six months.

Archive of the Stiftung der Deutschen Bekleidungsindustrie

All outfits will be returned. The jury reserves the right to select certain documentations and presentation charts for permanent inclusion into the Archive of the Stiftung der Deutschen Bekleidungsindustrie. The decision of the jury is final and cannot be contested in a court of law.

The Archive of SDBI is located at the Sammlung Modebild – Lipperheidesche Kostümbibliothek, Kunstbibliothek Staatliche Museen zu Berlin (Lipperheide Costume Library), Matthäikirchplatz 6, 10785 Berlin, Germany, and is open to the public during regular opening hours.

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Rights

Participants must be the lawful owner of all rights of ownership and copyrights (all rights). Submissions violating applicable law, in particular violations of criminal law, copyrights, trademark and other exclusive rights, personal and other third-party rights, cannot be exhibited. The participant vouches that he/she is the lawful owner of all rights to the entered collection and related illustrations, that there are no limitations, and that the collection and related illustrations are free from any third-party claims. All submitted outfits will remain the property of the participants. Following the jury meeting selected documentations and presentation charts may be included permanently in the Archive of the Stiftung der Deutschen Bekleidungsindustrie. Any copyrights to the project will remain the property of the participant. The participant grants the organizer the irrevocable and exclusive rights in perpetuity to publish elements of the project free of charge in publications directly related to the competition (such as exhibits, documentation, internet, media or other activities). This applies in particular to photos taken upon request and paid for by SDBI, and includes all media (incl. social media such as Facebook). In addition, award winners agree to the publication of photos of their person. Commercial promotions are excluded.

Internships

The offered internships include a standard probationary period of 14 days. The timing and terms of the working relationship (probation, etc.) will be arranged between the company and the award winner. In case the internship is terminated ahead of schedule, no claim can be made for any remaining compensation. SDBI cannot guarantee that internship positions offered by companies will actually be put into practice. However, if there are any concerns, SDBI will strive to find a solution beneficial for all parties. In case a group project wins an internship position, the person to take part will be selected by lottery.

Participant Data Use, Privacy

By signing the entry terms and conditions the participants grants SDBI the right to use and publish their names and e-mail addresses. Personal information of each participant is processed and stored digitally for use during the competition. Any data collected during the competition will exclusively be used for new talent endorsement activities by SDBI.

Personal Marketing Activities

Participants agree to submit any marketing activities related to the European Fashion Award FASH 2012, in particular any related articles and reports, documentation, PR work and promotions to SDBI at mail@sdbi.de to be authorized prior to publication, and to publish only after written authorization is received. The participant agrees to identify all activities related to the European Fashion Award FASH with the following terminology:

- European Fashion Award – FASH 2012
- Stiftung der Deutschen Bekleidungsindustrie – SDBI or in English-language publications: Stiftung der Deutschen Bekleidungsindustrie (German Fashion Industry Foundation) SDBI). After the full name has been used at the beginning of a text the short form SDBI may be used.

Other

The competition and all related agreements are subject to the laws of the Federal Republic of Germany. By signing the entry form the participant confirms having read these conditions, and agrees to all terms and conditions, including the stipulations on data security and privacy, as well as usage rights.

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Contact

When emailing, please always provide your participant number, last name and request in the e-mail's subject line.

For questions regarding the content of the competition:

Stiftung der Deutschen Bekleidungsindustrie
c/o Joachim Schirrmacher
Tel +49 (0)30 544 68 690
mail@sdbi.de

For questions regarding submission and return of competition 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
81823 Munich
Germany
fuchs@sdbi.de

Package Delivery Address:

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

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Entry Form

Please send by Fax to
+49-89-949 20159

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 information (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 from:

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 documentation or portfolio)

f) 1 Outfit (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 2012 by
the SDBI, Subject „Active – Performance
Sportswear“

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 herewith release the organizers from any thirdparty claims.

Location, Date, Signature