

## generation now

### Local Global: European Fashion Award, 2006

German Apparel Industry Foundation

Joyce Thornton, WGSN 17.03.06

WGSN reports on the 2006 European Fashion Award, run by the German Apparel Industry Foundation. The student winners were announced at an event and catwalk show held at the recent ispo vision trade show in Munich.



"Local Global" winning garments at ispo vision



Bianca Koczan, winner

The competition is open to European fashion design students studying in their fourth semester or higher. This year, **the theme of the competition was "Local Global"**. Design students were set the challenge of presenting fashion design work (and finished garments) that reflected the local clothing culture of their own region, making this relevant, modern and globally attractive.

Apart from cash prizes, the Foundation also offered a number of covetable internships with adidas, René Lezard, Schöffel and Interbrand Zintzmeyer & Lux.



Winner, Bianca Koczan

**Bianca Koczan won the first prize of 3,000 euros** for her submission featuring colourful printing. **Modern and wearable, Koczan's accurate and relevant interpretation of the brief was backed up by a comprehensive concept document.** Koczan's project was also impressive in that it revealed her successful collaboration with a team of designers for textiles, accessories, graphics and photography. The original brief had emphasised the importance and desirability of this approach. **Koczan also won a six-month internship at René Lezard.**

[BACK TO INDEX](#)

[ADD TO SCRAPBOOK](#)

[PRINT THIS REPORT](#)

- The **European Fashion Award** is organised by the **German Apparel Industry Foundation** (Stiftung der deutschen Bekleidungsindustrie). The German fashion entrepreneur, Klaus Steilmann, created the foundation in 1977. It's primary function is to promote fresh creative talent, and to assist with their training.

- The response to the 2006 **"Local Global"** competition was very strong. This year, 165 entries were received from 10 countries. However, the young designers that made the biggest impact with the jury came from the former East Germany – representing four of the five prizewinning entries.

- Since the beginning, the Foundation has established a network of contacts in industry and in design education. It facilitates communication through its publications and through the annual competition.

- The Foundation's competition is supported by ispo vision, adidas, Salomon AG, Interbrand Zintzmeyer & Lux, René Lezard and Schöffel.

#### Contact

**Bianca Koczan**  
Graduated in 2005  
Burg Giebichenstein,  
College of Art & Design,  
Halle

Email:  
[bianca.koczan@gmx.de](mailto:bianca.koczan@gmx.de)  
[www.burg-halle.de](http://www.burg-halle.de)



Cornelia Ohlendorf, joint second-prize winner

Two joint second prizes were given. **Cornelia Ohlendorf** 's exuberant, colourful garments were striking and individual. Once again, judges were impressed by sketchbook research and fresh ideas inspired by her native Black Forest in southern Germany. Ohlendorf also won an internship with adidas.

Jury member Ulrike Pross (*Marketing, The North Face*) commented that this particular work stood out for **it's commendable playfulness, while still maintaining a professional focus on the brief.**

**Madeleine Einhoff**  
Graduated in 2005  
Berlin Art University

Email: [lenieinhoff@gmx.de](mailto:lenieinhoff@gmx.de)  
[www.udk-berlin.de](http://www.udk-berlin.de)

**Cornelia Ohlendorf**  
Graduated in 2005  
Burg Giebichenstein,  
College of Art & Design,  
Halle

Email:  
[c.ohlendorf@gmx.de](mailto:c.ohlendorf@gmx.de)  
[www.burg-halle.de](http://www.burg-halle.de)

**Daniel Gafner, Isabelle Hauser and Benjamin Matzek**  
Argau College, Switzerland,  
for Industrial Design and  
Media Art

Email: [dgafner@gmx.ch](mailto:dgafner@gmx.ch)  
[www.fhnw.ch](http://www.fhnw.ch)



Madeleine Einhoff, joint second-prize winner

The other second-place winner, **Madeleine Einhoff**, revealed a very different approach, and the judges were impressed with the **quality and maturity** of Einhoff's finished pieces. This prize included an internship at Schöffel. The two second-prize winners each received 1,500 euros.



Daniel Gafner, Isabelle Hauser and Benjamin Matzek, third-prize winners

The third prize of 1,000 euros was won by a team from Argau College, Switzerland. **Daniel Gafner, Isabelle Hauser and Benjamin Matzek** collaborated to create their "Pioneering Spirit" collection. What is remarkable about this team is that none of them have studied fashion – **two are industrial designers and the other is from media design.**

**Merging functional clothing with fashion, they referred to tradition, while looking to the future.** Jury member Ingrid Obhof (Co.X Fashion Network) commented: "An extremely consistent work has been created from documentation to collection. The complexities of the topic, research and treatment are excellent."

**The award is organised so that the collaboration of teams of people with complementary talents, is strongly encouraged.** The competition organisers and the jury want to see **ideas are that are fresh and well formed, but are also supported, wherever possible, by solid research information.** An understanding of the importance of a clear strategy and brand identity is also stressed.

The Foundation also offered a special award this year for Brand Identity. Although no outright winner was selected – the judges felt that the brief had not been interpreted in the way that they had intended – a special mention and 500 euros was given to **Anja Hasenstein.** The competition organisers hope to continue with the Fashion Branding Award in 2006.

Overall, the competition entries also demonstrated an increasingly shrinking world. Many of the participants were born in one country, grew up in another and studied in a third. Active college collaborations are increasingly the norm, for example, Hanover College collaborates with the China Academy of Art in Zhe Jiang.

Jury chairman Joachim Schirrmacher noted **"a considerable search for a new seriousness among the student designers"** citing a burgeoning rejection of big fashion brands, and "meaningless terms printed on clothing".

**Many submissions revealed student designers' awareness of big issues such as responsibility for the environment and fair production conditions.** Qualities such as honesty, fairness, trust and friendship were mentioned many times in student research. Others questioned: "Why is a brand only accepted as a good brand if it is expensive?" and propose "buying with circumspection, abstention and modesty".

Through this annual competition the German Apparel Industry Foundation aims to foster an increased awareness among students, that "craftsmanship and creative development now form only the foundation of the fashion designer's profession".

BACK TO TOP ▲

© WGSN 2006