

FASHION
FUTURE
FOR HONG KONG
2016
INTERNATIONAL
FASHION DESIGN
COMPETITION

Organisers :



Funded by :



Sponsor :

Dr Lam Tai Fai

WWW.POLYU.EDU.HK/ITC/FASHIONFUTURE2016

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ABOUT THE FESTIVAL

Supported by the HKSAR Government funding under the “CreateSmart Initiative”, Institute of Textiles and Clothing (ITC) of The Hong Kong Polytechnic University (PolyU) and the Hong Kong Fashion Designers Association (HKFDA) jointly organize a city-wide fashion festival entitled, “Fashion Future for Hong Kong”, in June 2016 at the Hong Kong Convention and Exhibition Centre (HKCEC). The main aim of the Festival is to provide a platform allowing local and international fashion designers to share their views and showcase the new creations to the fashion industry and the public. The activities include an international fashion design seminar, a local talent alumni fashion show and an international fashion design competition.

FESTIVAL OBJECTIVES

- To promote and nurture young design talents and the public at large through creativity and collaboration opportunities
- To increase public interest and knowledge of contemporary fashion design practice
- To foster a creative environment for the general public and fashion industry
- To promote Hong Kong as a regional creative fashion hub

ABOUT THE INTERNATIONAL FASHION DESIGN COMPETITION

In order to provide a platform for local and international young design talents to present and exchange design concepts through their cutting-edge fashion collections, worldwide fashion students are invited to participate in the International Fashion Design Competition. 18 finalists will be shortlisted by HKFDA for the final presentation. Awards will be given on 13 June 2016.

FORMAT

1. Contestants should submit a design portfolio containing **FOUR outfits** by email for a preliminary judging session on or before Sunday, 31 January 2016 at 1200 noon Hong Kong time (GMT +8 hours). Late submission will not be considered.
2. 18 shortlisted contestants (hereafter the "Finalists") should submit **ONE high-resolution (at least 300 dpi in A3 size; or 3508 x 4961 pixels) lookbook of one outfit** on or before Friday, 18 March 2016 at 1200 noon Hong Kong time (GMT +8 hours).
3. Shortlisted collections of **FOUR outfits** will be showcased individually by catwalk show for the final judging on Tuesday, 13 June 2016 at the Hong Kong Convention and Exhibition Centre. Award presentation ceremony will be followed.

ELIGIBILITY

1. Contestants must be either full-time or part-time fashion design students.
2. Team participation is not accepted.

CONDITIONS OF ENTRY

1. All competition designs must be original and neither have been showcased or published before, nor have not been previously entered in any other design competitions.
2. Each contestant may submit a maximum of 3 collections/entries. However, only one selection per contestant will be selected to proceed to the final round.
3. The design portfolio should be presented in full colour on less than EIGHT pages of A3-size paper. All the artwork files should be converted into a single file in pdf format. The file size should be less than 20M. The contents of the design portfolio are as follows:

Page 1 – 2 : Theme / Mood / Inspiration

Page 3 : Colour story

Page 4 : Detailed descriptions of fabrications with fibre contents and structures

Page 5 – 8 : Each page showing individual outfit design with fashion illustration and flats

4. The design portfolio should not carry any distinguishing features, such as names or logos or signatures as to reveal the identity of the contestant. 3-D models/presentation sets will not be accepted.
5. The entry form and design portfolio in TWO separate pdf format files must be sent to the Organizers by e-mail (ffhk.2016@polyu.edu.hk) no later than 31 January 2016 at 1200 noon Hong Kong time (GMT +8 hours).

JUDGING PANEL & JUDGING CRITERIA

The judging session for selection of 18 finalists (to be conducted in February 2016) will be adjudicated by the representatives of HKFDA. The selection criteria will be based on:

- Creativity and originality
- Use of materials
- Marketability
- Overall appeal

Among the 18 finalists, six finalists will be chosen from Hong Kong region; two from People's Republic of China; three from other Asian countries; three from U.S.; and four from Europe.

PRIZES

At the final stage of the competition scheduled on 13 June 2016, a Panel of Judges will be comprised of renowned fashion expertise, as well as the representatives of HKFDA. A total of 3 prizes sponsored by Dr Lam Tai-fai will be given out to the best collection. There will also be a Hong Kong Best Design Award sponsored by HKFDA, exclusively for Hong Kong finalists.

LAM TAI-FAI BEST OF PRÊT-A-PORTER AWARD

Champion : HK\$30,000

1st Runner-up : HK\$20,000

2nd Runner-up : HK\$10,000

HONG KONG BEST DESIGN AWARD

Junior Membership of the Hong Kong Fashion Designers Association (Two-year term)

PRODUCTION COST & ALLOWANCE

Each finalist will receive HK\$6,000 for the production costs associated with their collection.

TIMELINE

Submission Deadline

31 January 2016

Results Announcement of Finalists (by email)

Mid February 2016

Submission of lookbook

Mid March 2016

Final Judging, Fashion Show and
Award Presentation Ceremony

13 June 2016

TERMS & CONDITIONS

1. To ensure fairness, each entry will be assigned an anonymous number which the contestant's entry will be identified throughout the 1st round of selection.
2. All entries submitted by the participants for the 1st round of selection will be deleted by the Organizers after the competition.
3. Contestants agree that if they are chosen as Finalists, they will attend press interviews, photo shoots, video shoots, fittings, rehearsals, fashion shows, award presentation ceremonies, exhibitions and all other activities arranged by the Organizers. The Organizers and the appointed media supporters reserve the absolute right to select among the Finalists and/or their works for any form of media production for promotional or marketing purposes and deemed as appropriate by the Organisers and the media supporters without the Finalists' prior approval.
4. Finalists may request that the means of presentation of their collections, in addition to the music and relevant accessories, however the Organizers and the appointed production house reserve the right to make final decision about the model selection, music, accessories, hair style, make-up and overall show presentation.
5. While the Organizers will exercise a high degree of care in handling all entries, the Organizers will assume no liability for any damage or loss of any kind.
6. The contestant must be the sole and exclusive owner of the copyright of the entry(ies). Entries should not infringe on any rights of any third party.
7. All entries submitted by the contestant must be the contestant's original work and must not infringe on the Intellectual Property Rights (IPR)* of any individual, collection of individuals, or entity. The use of images belonging to third parties must be fully attributed, fully disclosed and must be done only with the prior written consent of the image owners. The Organizers shall not be responsible whether directly or indirectly for any liability, howsoever arising from any violation of any copyright laws. Contestants agree to indemnify the Organizers against all actions, costs, claims and liability of whatever nature arising out of or in connection with any allegation and /or claim of infringement of the IPR of any party.
8. "Intellectual Property Rights" shall mean patents, trademarks, service marks, trade names, design rights, copyright, domain names, database rights, rights in know-how, new inventions, designs or processes and other intellectual property rights of whatever nature and wheresoever arising, whether now known or hereafter created, and in each case whether registered or unregistered and including applications for the grant of any such rights.
9. The Organizers at all times reserve the right to reject and disqualify any submitted entry(ies) or to deprive any Finalists or winning entry(ies) if, in the sole opinion of the Organizers, the entry(ies) infringe on the IPR of any party.
10. By submitting an entry, the contestant grants the Organizers an irrevocable royalty-free lifetime license to use, re-use, publish and re-publish, in whole or in part, in composite or distorted character form all images or photographs, in any medium, now or hereafter, for any purpose whatsoever, including, but not limited to, promotions, illustrations, editorials, advertising, marketing, trade or any other purpose whatsoever without compensation.
11. The Organizers expressly disclaim any responsibility and contestant agrees to indemnify and hold harmless the Organisers and their respective employees and officers, from and against any and all claims, actions, demands and/or liability for injury, damage or loss whatsoever relating to or arising in connection with participation in this competition (regardless of the cause of such injury or loss) or the delivery and/or subsequent use or misuse of any of the prizes awarded.

TERMS & CONDITIONS

12. The Organizers shall not be liable to compensate any contestant for any rejected, disqualified, unsuccessful and any title deprived entry.

13. The Organizers reserve the right to amend the details of the competition without prior notice, and to terminate or cancel the competition without any notice or explanation. Contestants understand that it is their sole responsibility to keep abreast of any change to the competition rules.

14. By submitting an entry or entries, contestants agree to be bound by the terms and conditions contained in this document.

15. The Organizers reserve the right to interpret and amend the regulations of this competition at any time, and for any reason.

16. The Organizers reserve the right to amend the regulations of the competition without further notice however the Organizers will endeavor to inform contestants of any change as soon as is practicable. In the event of any dispute, the Organizers reserves the right of the final decision.

17. All contestants agree that the prior written consent of the Organizers are required before the contestant uses his/her entry for any commercial purpose.

DISCLAIMER

The Government of the Hong Kong Special Administrative Region provides funding support to the project only, and does not otherwise take part in the project. Any opinions, findings, conclusions or recommendations expressed in these materials/events (or by members of the project team) are those of the project organizers only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Communications and Creative Industries Branch of the Commerce and Economic Development Bureau, Create Hong Kong, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.

PERSONAL DATA

1. Personal data provided by contestant is for the compiled for the purpose of the competition only.
2. By submitting the entry(ies), contestants agree that the personal information provided will be kept by the Organizers and will be used by the Organizers in conjunction with the competition.
3. The personal data provided may be used for any purpose deemed to be in conjunction with the competition, including the promotion of future projects organized by the Organizers.
4. Contestants have the right to request access to and all personal data stored by the Organizers, as stated in in accordance with Sections 18, 22 and Principle 6 of Schedule 1 of the Personal Data (Privacy) Ordinance of Hong Kong. Any privacy related requests may be directed to the Institute of Textiles and Clothing, The Hong Kong Polytechnic University, Hunghom, Hong Kong.

ENQUIRIES

Institute of Textiles & Clothing, The Hong Kong Polytechnic University

Tel : +852 2766 6492 / +852 2766 6499

Fax : +852 2773 1432

Email : ffhk.2016@polyu.edu.hk

**FASHION
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2016**
INTERNATIONAL
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COMPETITION

13 June 2016, 7 pm

Hall 5G, Hong Kong Convention and Exhibition Centre,
Wanchai, Hong Kong

No. : _____

(For Office Use)

Personal Particulars

Title: Dr / Mr /Mrs / Miss / Ms

Last Name: _____

First Name: _____

Nationality: _____

Date of Birth: _____

Correspondence Address: _____

Contact No.: _____

Email Address: _____

History of Institutional Training in Fashion Design

Period	College/school name	Classes Attended & Qualification obtained

Fashion Design Awards (if any)

Period	Organization	Competition	Achievements

Collection Information

Collection Title: _____

Design Concept and Inspiration (English, max. 100 words):

Description of Materials Used (English, max. 50 words):



Declaration

I (Dr / Mr / Mrs / Miss / Ms) _____ hereby agree to abide the terms and conditions of the International Fashion Design Competition.

Signature: _____

Date: _____

School Stamp: _____

Authorized Signature: _____

The entry form and design portfolio (pdf format only) must be sent to the Organizers by e-mail (ffhk.2016@polyu.edu.hk) no later than 31 January 2016 at 1200 noon Hong Kong time (GMT +8 hours).