

2027 Schools Fashion Design Competition

# Reborn:

*The Denim Revolution*



Fashion &  
Embroidery

# Reborn:

## *The Denim Revolution*

**Think old denim can't  
be red-carpet worthy?  
Think again.**

Our upcycling fashion design challenge invites students ages 13-18 to transform discarded denim into show-stopping costume designs for a historical film character of their choice.



# Why get involved?

This challenge naturally supports learning outcomes across:

-  Art and Design
-  Fashion and Textiles
-  Sustainability Education
-  Media and Visual Communication
-  STEM and Design Thinking

It's an ideal opportunity for schools to showcase student creativity, sustainability initiatives, and interdisciplinary learning in a highly engaging format.

## DEADLINES

- Final online enrolment:  
**1 January 2027**
- Mood board delivery:  
**8 January 2027**

## JUDGING

Judging will take place at the Fashion & Embroidery show on Friday 12th March 2027, at the NEC Birmingham.

### PLEASE NOTE:

The competition is open to students aged between **13 and 18** only.

## PRIZES

### OVERALL WINNING SCHOOL

A Janome ML454D, 3 & 4 thread Overlocker (RRP £429.00) for their D+T department.



### 1<sup>ST</sup> PRIZE STUDENT

A Janome 230DC sewing machine (RRP £449.00); a Vlieseline goodie bag, worth £75.00, plus a box of Madeira threads (RRP £35.00).



### 2<sup>ND</sup> PRIZE STUDENT

A Vlieseline goodie bag, worth £50.00, plus a box of Madeira threads (RRP £35.00).

### 3<sup>RD</sup> PRIZE STUDENT

A Vlieseline goodie bag, worth £25.00, plus a box of Madeira threads (RRP £35.00).

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# Design Brief

## The Big Issue

Denim jeans are an integral part of everyday life – yet denim production remains one of the fashion industry's most environmentally impactful processes.

Students are asked to explore the story behind this iconic fabric, from its origins as durable workwear to its place in our modern world, and what sustainable solutions are being looked at for the future.



## The Mission

After looking into the story of denim, we ask students to research the fashion for the period in which their imaginary film is set. Then armed with all this knowledge, create show-stopping costumes in repurposed denim for their chosen character – *Jane Austen meets denim couture*? Think corsets, coats, tailoring and texture, all reinvented through sustainable design.

**Push boundaries.**

**Tell a story.**

**Reimagine fashion's future – one pair of jeans at a time.**



## Design Criteria

Students are challenged to:

- Rethink waste materials
- Repurpose old denim creatively
- Present a compelling concept and character story
- Design visually striking and wearable pieces

**The result: a fusion of sustainability, imagination, and innovation.**

Whether students dream of working in fashion, costume design, art, or simply love creating something unique – this is their chance to make a statement.

## Final Showcase

Designs must be red-carpet ready – imagine your costume hitting the screen. Would it be up for a BAFTA?



# What to do

**Using various media, we would like all entrants to produce three A3 mood boards:**

## **Research board 1:**

Using bullet points and compelling imagery show that you have explored the origins of denim, and the ecological issues arising from our current consumer demand.

Plus, show evidence of the fashion and style research completed for the era when your character lived.

## **Style board 2:**

For board 2, we want to see three BAFTA-winning costume designs, for your film character, using old denim cast-offs and repurposed materials from charity shop finds. This Mood board should show visually your intent, using images and fabric/colour possibilities. It should also have links to the final design.

## **Final Design Board 3:**

For the final board, we would like you to select one of your designs and create a 'Final Design' illustration. This will need to be clear and annotated for the judges, include front and back views, final colour choices, material swatches and a brief description of the design.

If selected as a finalist, this is the outfit that you will be asked to make – so you'll need to get your Jeans needles to the ready and start stitching!



## How to Enter

### Stage 1

Following the outlined design brief, we want to see your students' sketches and mood boards with fabric ideas and notes on how they arrived at their final design.

#### DEADLINES:

Complete the online enrolment and photo consent form for ICHF Events by 1 January 2027 – See Competitions at: [www.creativecraftshow.co.uk/competitions](http://www.creativecraftshow.co.uk/competitions)

Post all competitors design mood boards to Brenda Killigrew to arrive by Friday 8 January 2027 at the following address:

**FAO Brenda Killigrew, IDC, 26 Gorsey Close, Astwood Bank, Redditch, Worcestershire, B96 6AG.**

**Email:** [brenda@inkberrowdesigncentre.co.uk](mailto:brenda@inkberrowdesigncentre.co.uk)

The student's name and school must be written on the back of EACH piece of work, plus the teacher's email and telephone number for identification.

#### NOTE:

**Before sending off entries, please ensure that you have photographed or photocopied all work, to guarantee that you have a record of what you have entered for each student.**

### Stage 2

- Ten finalists will be selected from their mood boards, and they will be asked to make up their Final Design.
- The Final takes place at the Fashion & Embroidery show, NEC Birmingham on 12 March 2027. The finalists' garments need to arrive at the show by 10.30am on this day (either in person or sent in advance).
- The judges will look at the make up of each garment and how it relates to the brief, and the contestants proposed Final Design.
- All the finalists' garments will be paraded on the lunchtime catwalk, worn either by the students themselves, or if they prefer by a model.
- The students will be notified by Tuesday 12 January, which will give them nine weeks to construct their design piece.

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## Rules & Regulations

- The entry must be entirely the student's own work.
- All entries must be enrolled online by Friday 1 January 2027 and mood boards received by Friday 8 January 2027.
- Judging will take place Friday 12 March at the Fashion & Embroidery show. The judges' decision is final, and no correspondence will be entered into.
- The winners will be announced and prizes presented on the Friday at the end of the competition. If the winners are not in attendance, the prizes will be dispatched to them, as soon as possible after the show.
- Entrants must be prepared to have their sketches and mood boards displayed at the Fashion & Embroidery show at the NEC Birmingham for the entire length of the show.
- If you wish to have your sketches and mood boards returned to you after the show, please supply a suitable SAE with your full school address, telephone number and email.
- While reasonable care will be taken with the security of all exhibits, the Organisers' and IDC will not be held responsible for any loss or damage to exhibits, equipment or personal effects.
- By entering competition and allowing work to be shown at the Fashion & Embroidery show, PLEASE BE AWARE that photographs or copies may be taken by any person or visitor and realise that your designs/work may be reproduced, but you will not hold ICHF Events or its employees' liable in any way should this occur.
- Entrants must also be prepared to have their work photographed and featured in ICHF Events, and the sponsors, literature and websites. A Photo Consent form must be completed, signed and duly returned with entry.

### ENTRY FORM AND PHOTO CONSENT FORM

Please complete one Online Entry Form for each entrant. **The photo consent form MUST BE COMPLETED for each entrant and returned to ICHF Events.**

**Go to: [www.creativecraftshow.co.uk/competitions](http://www.creativecraftshow.co.uk/competitions)**