

Schools Fashion Design Competition 2022

RE-SEWN FASHION



Fashion &
Embroidery



Calling all budding fashion designers, the ICHF Events annual Schools Fashion Design Competition is open for entries! This competition looks to showcase students work from schools and colleges encouraging future designers to think innovatively and creatively.

The theme for this year's competition is 'Re-sewn Fashion'. Upcycling is one of the most important trends in the fashion industry today. The frightening facts about the environmental and ethical impact of the garment industry have become inescapable.

In case you are not familiar with the upcycling fashion concept, it involves using pre-existing clothing, accessories and other items and re-constructing them into new garments. The benefits include sustainability, cheaper wardrobes and uniqueness.

PRIZES

Overall Winning School: A fabulous JANOME 230DC sewing machine for their D&T department (RRP: £399.00).

PLUS

1ST PRIZE STUDENT:

£75.00 worth of Search Press book vouchers, threads and a crafting goody bag.

2ND PRIZE STUDENT:

£50.00 worth of Search Press book vouchers, threads and a crafting goody bag.

3RD PRIZE STUDENT:

£25.00 worth of Search Press book vouchers, threads and a crafting goody bag.



JUDGING

Judging will take place at the Fashion & Embroidery show on Friday 18th March 2022, at the NEC Birmingham.

PLEASE NOTE: THE COMPETITION IS OPEN TO STUDENTS AGED BETWEEN 13 AND 18 ONLY.

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DESIGN BRIEF

With this year's theme in mind, we ask students to create their own sustainable fashions taking a mans/woman's tailored trouser suit as a starting point. Suits can be charity shop finds or donations, but we want them to be deconstructed and used to create fabulous new designs. A maximum of two suits can be used to create the new design.

To the right is an example of a single breasted man's suit, which was manufactured in Vietnam, sold in the UK and then repurposed to create this stunning Vietnamese traditional Ao Dai styled tunic and trouser, by Claire King.



USING VARIOUS MEDIA WE WOULD LIKE ALL ENTRANTS TO PRODUCE THREE A3 MOOD BOARDS:

BOARD 1:

We ask students to research the story of the man's trouser suit from its first appearance as the traditional attire for men almost 200 years ago, through to its use by 'Power-dressing' women in the 80's and beyond.

This board needs to show that students have researched and understood the social, economic and environmental changes that have affected both its style and silhouette throughout the decades. Students will need to think about this carefully and get creative with their layout.

BOARD 2:

Reflecting on their research and the individual design elements of their chosen suits, we would like the student to sketch three completely new designs for male or female. These initial designs should have notes on colour, additional fabric choices, accessories and details that are to be incorporated into their designs, plus photographs of the original suits. Please also show development and links to their final design.

BOARD 3:

For the last board, we would like the student to select one of their sketches to create a 'Final Design'. If selected as a finalist, this is the garment that they will make up and produce. Please include both front and back views, fabric swatches and a brief description of the final design.

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.

DEADLINE: Complete the online application form and photo consent form for ICHF Events – See Competitions at www.ichf.co.uk.

Post the completed design sketch/mood board entries to Brenda Killigrew to arrive by **5th February 2022** at the following address:

FAO Brenda Killigrew, IDC, 17-21 Worcester Road, Bromsgrove, Worcester B61 7DL

Email: 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 the 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 18 March 2022. 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 11th February, which will give them five weeks to construct their design piece.

RULES & REGULATIONS

- The entry must be entirely the student's own work.
- All entries must be received by 6th February 2022.
- Judging will take place Friday 18th 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 or its employees' liable in any way should this occur.
- Entrants must also be prepared to have their work photographed and featured in ICHF, and the sponsors, literature and websites. A Photo Consent form must be completed, signed and duly returned with entry.

PLEASE NOTE: The competition is open to students aged between 13 and 18 only.

ENTRY FORM AND PHOTO CONSENT FORM

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