

Thrift Flip

From Bridal Dream to Carnival Queen



Fashion &
Embroidery



CALLING ALL YOUNG FASHION DESIGNERS

The annual ICHF Events School's Fashion Design Competition is now open for entries! If you are a student aged 13-18 studying textiles and have a passion for fashion, then this competition is for you...

This year's theme is **Thrift Flip: From Bridal Dream to Carnival Queen**. After the past few years of travel restrictions and lockdowns we think everyone needs a good party, and what says 'party' more than Carnival?

Using upcycling and thrifting concepts, we invite students to take a second-hand wedding dress and transform it into an exciting and innovative carnival costume for the catwalk.

With sustainability becoming one of the most important conversations in the Fashion Industry today, and upcycling being a key fashion trend, we want students to amalgamate the two concepts and create a fabulous new design.

Carnival image credit: Helen Davenport

PRIZES

Overall Winning School: A fabulous Janome 230DC sewing machine (RRP £439) for their D&T department

PLUS

1ST PRIZE STUDENT:

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

2ND PRIZE STUDENT:

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

3RD PRIZE STUDENT:

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



JUDGING

Will take place at the Fashion & Embroidery show on Friday 17 March 2023, 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 brief in mind, we ask all the students to create their own sustainable carnival costume, starting with a second-hand wedding dress. The wedding dress can be found online, from a charity shop or through donation. Just make sure it is not precious to somebody!

The wedding dress will need to be deconstructed and remade into the own student's costume design. The dress has to be unrecognisable, completely reused!



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

BOARD 1:

We ask students for their first board to research a carnival of their choice. We expect to see image-based research from the history of the event, the culture and importance that surrounds it. The board has to show that students have researched and understood the social, economic, cultural, and environmental factors of the theme. As these events are important to the cultures that they belong to, we expect students to handle the subject sensitively and respectfully.

BOARD 2:

For the second board, we would like to see three original Carnival costumes designed for any gender. This board must display pictures of the original wedding dress, preferably on a person or a mannequin. The wedding dress transformations must show the students ability to translate their research from Board 1, into specific design elements for the new costumes.

This board should have notes on colour, embellishments, accessories, and details they have chosen to incorporate. This board must show developmental work and have links to the final design.

BOARD 3:

For the final board, we would like the student to select one of their 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, fabric swatches and a brief description of the design.

If selected as a finalist, this is the garment that will be produced for the catwalk.

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 **Friday 20 January 2023** 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 17 March 2023. 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 Monday 23rd January, which will give them seven weeks to construct their design piece.

RULES & REGULATIONS

- The entry must be entirely the student's own work.
- All entries must be received by Friday 20 January 2023.
- Judging will take place Friday 17 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.

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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.