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# COMPETITION DESIGN BRIEF

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IAF-PRGMEA

## COMPETITION DESIGN BRIEF

- I. The participant must design a womenswear, menswear or unisex sustainable, ready to wear outfit for contemporary, fashion-forward individuals who respect the planet Earth.
- II. Using techniques such as reusing, recycling and upcycling.
- III. The product must consist of at least 50% in weight of textile waste.
- IV. The participant must be able to demonstrate reproducibility, scalability and marketability of the product.
- V. Create three sketches of ready to wear and one sketch for final gala event. (complete outfit not necessary at this stage)
- VI. If you are successful in becoming one of the ten finalists, you must then make one showpiece for the gala dinner. Ten final outfits will be exhibited and voted during the gala dinner.
- VII. If selected for the competition, provide a 500 word brief about the idea, inspiration and techniques involved in the making of the design.
- VIII. A demonstration is also attached with the application pack for reference only.
- IX. The participant must submit one mood board, illustrating the inspiration, theme and colour pallet. This will show the selected materials and trims.
- X. Reconstruction of materials from textile waste should also be demonstrated. (Reference available in application pack)
- XI. There will a workshop held on sustainable fashion for the selection of participants and for fashion guidance.
- XII. All participants must bring their portfolios on the day of the workshop.

Our jury will be looking for the evidence of the concept of sustainability in design thinking and the submissions of participants.

Entries will be judged on the following criteria:

### I. Design Award Jury:

- The jury consists of both academia and professionals such as CEOs and head designers of companies.

### II. Evaluation Criteria:

Entries will be judged on the following criteria:

#### a) Innovation: 30% weightage

- What makes the design a novelty? Does it represent an important advantage over the current environment issues?

#### b) Manufacturability: 20% weightage

- How easy would it be to implement? Is it cost effective to be manufactured?

#### c) Marketability: 20% weightage

- Does the idea have practical applications? Is there a well-defined, significant market for its use?
- Design Appeal: 30% weightage. How attractive is the created design?

To learn more about sustainable fashion, read Global Fashion Agenda 2020 on the following website: <https://www.globalfashionagenda.com/download/6224> and use our IAF-PRGMEA Global Fashion Award Educator Pack. This includes detailed information on the garment life cycle. However, there are many ways to approach them so it is up to the participants as designers to define issues that are most important to them and represent their views in their designs.