

# ARTS OF FASHION FOUNDATION

THE ARTS OF FASHION INTERNATIONAL FASHION STUDENT COMPETITION

## INTERNATIONAL FASHION STUDENT COMPETITION

# 2012 THEME TRANSPARENCY

THANK YOU TO THE CONTINUED SUPPORT OF  
THE AOF SPONSORS:  
YKK CORPORATION OF AMERICA  
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CFDA

IMAGE: Courtesy of Arts of Fashion Foundation | Raf Simons at the Arnhem Biennale of Fashion 2011

THE COMPETITION EXISTS TO PROMOTE AND REWARD CREATIVITY AND INVENTIVENESS; DISCOVER YOUNG TALENT AND FACILITATE CAREERS; ESTABLISH ENRICHING CONTACTS AND EXCHANGES BETWEEN DIFFERENT COUNTRIES, SCHOOLS AND UNIVERSITIES; AND TO FOSTER NEW RELATIONSHIPS BETWEEN THOSE FROM DIFFERENT INDUSTRIES AND FIELDS.

-ARTS OF FASHION FOUNDATION

ON THE LAST WEEK OF OCTOBER 2012, THE ARTS OF FASHION FOUNDATION WILL ONCE AGAIN BRING TOGETHER STUDENTS, PROFESSORS, INDUSTRY PROFESSIONALS, AND PROFESSIONAL DESIGNERS FROM AROUND THE WORLD FOR THE 2012 ARTS OF FASHION COMPETITION.

50 SELECTED CREATIVE DESIGN STUDENTS (ENROLLED IN A SCHOOL/ UNIVERSITY ON THE DATE OF APRIL 1, 2012) WILL HAVE THE OPPORTUNITY TO SHOWCASE THEIR VISION IN A UNIQUE FASHION EXHIBITION AND ON THE RUNWAY TO COMPETE WITH OTHER STUDENTS ON AN INTERNATIONAL SCALE IN FRONT OF A HIGH-CALIBER PANEL OF FASHION DESIGNERS AND PROFESSIONALS.

### THE ARTS OF FASHION FINAL JURY

THE ARTS OF FASHION COMPETITION JURORS ARE COMPRISED OF INNOVATIVE RISING DESIGNERS, LIKE **ANTHONY VACCARELLO** AND **MATTHEW AMES** IN 2010

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IMPORTANT KEYS FIGURES FROM THE FASHION INDUSTRY LIKE **STEVEN KOLB**, CEO OF THE COUNCIL OF FASHION DESIGNERS OF AMERICA, IN 2011.

### ARTS OF FASHION COMPETITION AWARDS

SCHOLARSHIPS TO THE ARTS OF FASHION 4-WEEK SUMMER MASTERCLASS IN PARIS AT THE MUSEE DES ARTS DECORATIFS IN THE LOUVRE

&

APPRENTICESHIP OPPORTUNITIES WITH INTERNATIONAL PRESTIGIOUS FASHION HOUSES INCLUDING:

- MANISH ARORA (NEW DEHLI, INDIA)
- JEROME DREYFUSS (PARIS, FRANCE)
- ANNE VALERIE HASH (PARIS, FRANCE)
- NICE COLLECTIVE (SAN FRANCISCO, CALIFORNIA)

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## COMPETITION THEME 2012: *TRANSPARENCY*

STUDENTS WILL HAVE THE OPPORTUNITY TO SUBMIT AN APPLICATION SHOWING THEIR CREATIVE AND INNOVATIVE DESIGN POTENTIAL AROUND THE THEME OF *TRANSPARENCY*. (THIS SHOULD NOT BE TAKEN ONLY LITERALLY. THE CHALLENGE IS TO INTERPRET *TRANSPARENCY* IN YOUR OWN WAY.)

SUBMISSIONS SHOULD COME FROM THE FOLLOWING CATEGORIES:

**FASHION:** A MINI COLLECTION OF THREE OUTFITS IN MENSWEAR, WOMENSWEAR (OR A MIX OF BOTH MEN'S AND WOMEN'S WEAR)

**AND/OR**

**ACCESSORIES:** A MINI COLLECTION OF THREE ACCESSORIES, INCLUDING LUGGAGE, BAGS, BELTS, HATS, SHOES, ETC. APPLICANTS CAN SUBMIT A COLLECTION IN ANY COMBINATION (I.E. THREE DIFFERENT BELTS OR ONE BELT, ONE BAG, AND ONE PAIR OF SHOES) SORRY NO JEWELRY WILL BE ACCEPTED.

\* APPLICANTS ARE ALLOWED TO SUBMIT PROJECTS FOR EACH CATEGORY. EACH PROJECT SHOULD BE COMPLETE ON ITS OWN EVEN IF THE TWO HAVE THE SAME INSPIRATIONS (I.E. ONE COMPLETE FASHION PROPOSAL AND ONE COMPLETE ACCESSORIES PROPOSAL). IN ADDITION, THEY MUST BE MAILED IN THE SAME ENVELOPE.

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## FIRST ROUND:

DESIGN A CAPSTONE COLLECTION OF 3 LOOKS  
EVERY SUBMISSION MUST INCLUDE THE FOLLOWING:

- 1 PAGE OF ILLUSTRATIONS OF THE 3 LOOKS OR PLAN OF COLLECTION
- 1 PAGE FOR EACH LOOK'S ILLUSTRATION
- 1 PAGE FOR EACH FLATS/TECHNICAL DESIGNS
- 1 PAGE FOR THE FABRIC AND MATERIAL SWATCHES
- 1 PAGE FOR THE DEVELOPED CONCEPT OR MOOD BOARD
- 1 PAGE FOR THE WRITTEN CONCEPT (MAXIMUM 100 WORDS)
- 1 RESUME / CV OF THE APPLICANT
- 1 2011/2012 STUDENT ID OF THE APPLICANT (PHOTOCOPY)

\*FORMAT OF EACH PAGE:

- 8.5" X 11" OR A4 / LETTER - SEPARATE PAGES (NO BINDING AND NO MOUNTING) NAME AND SCHOOL AND EMAIL ADDRESS AND CELL PHONE NUMBER SHOULD BE **WRITTEN ON THE BACK OF EACH PAGE** WITH A PENCIL.

MAIL DESIGN PROPOSAL AND SKETCHES IN A STURDY CARDBOARD ENVELOPE OR BOX TO AVOID ANY DAMAGE.

**DEADLINE TO RECEIVE PROJECT: APRIL 1, 2012**

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## REGISTER NOW!

THE ONLINE REGISTRATION IS OPEN, AND ONLY 500 APPLICATIONS WILL BE ACCEPTED.  
(APPLICATION FEE: \$40).

[HTTP://WWW.ARTS-OF-FASHION.ORG/AOFCOMPETITION/2012/PAGES/AOFCOMPETITION2012REGISTRATION.HTML](http://www.arts-of-fashion.org/aofcompetition/2012/pages/aofcompetition2012registration.html)

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## IMPORTANT DATES:

DEADLINE TO RECEIVE PROJECT:  
APRIL 1, 2012

FIRST JURY SESSION:  
APRIL 2012

RESULTS POSTED ON WEBSITE:  
MAY 1, 2012

*SECOND ROUND:  
CONSTRUCTION OF  
2 LOOKS OR 2 ACCESSORIES FROM  
THE CAPSTONE COLLECTION  
SELECTED PROJECT.*

DEADLINE TO RECEIVE THE PIECES:  
OCTOBER 01, 2012

THE COMPETITION FASHION SHOW WILL TAKE PLACE ON THE LAST WEEK OF OCTOBER DURING THE ARTS OF FASHION SYMPOSIUM (OCTOBER 25 TO OCTOBER 30, 2012).

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VISIT THE ARTS OF FASHION FOUNDATION WEBSITE TO SEE EVENT VIDEOS AND PHOTOS OF THE STUDENT WORK OF PREVIOUS YEARS AND PAST WINNERS OF THE ARTS OF FASHION COMPETITION:

[HTTP://WWW.ARTS-OF-FASHION.ORG/AOFCOMPETITION/2011/PAGES/AOFCOMPETITION2011.HTML](http://www.arts-of-fashion.org/aofcompetition/2011/pages/aofcompetition2011.html)

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