

ARTS OF FASHION FOUNDATION

ARTS OF FASHION COMPETITION 2021

INTERNATIONAL
FASHION STUDENT COMPETITION

MOMENTUM

The theme 2021 is - MOMENTUM - this word covers what we all experience right now worldwide and how will we use this unique moment in time to rethink, redefine, and redraw our way of life, the way we interact with others and therefore the way we dress. You can interpret the theme from your own experience, or imagination.

2021
THEME
MOMENTUM

[ARTS-OF-FASHION.ORG](https://www.arts-of-fashion.org)

COMPETITION THEME 2021: MOMENTUM

THE ARTS OF FASHION FOUNDATION WILL BRING TOGETHER **IN SAN FRANCISCO**, STUDENTS, PROFESSORS, INDUSTRY PROFESSIONALS, AND PROFESSIONAL DESIGNERS FROM AROUND THE WORLD FOR THE 2021 ARTS OF FASHION COMPETITION.

50 SELECTED FASHION STUDENTS, (*STILL ENROLLED IN A SCHOOL/UNIVERSITY ON THE DATE OF APRIL 1, 2021*), WILL HAVE THE OPPORTUNITY **TO SHOWCASE THEIR VISION IN A UNIQUE FASHION EVENT**, HOSTED AT THE **SAN FRANCISCO ASIAN ART MUSEUM**.

WITHOUT GIVING UP THEIR DESIGN'S INTELLECTUAL PROPERTY RIGHTS, STUDENTS WILL COMPETE WITH OTHER FASHION TALENTS **ON AN INTERNATIONAL SCALE** IN FRONT OF A HIGH-CALIBER PANEL OF CREATIVE DESIGNERS AND FASHION PROFESSIONALS FOR:

SCHOLARSHIPS TO THE ARTS OF FASHION 4-WEEK MASTERCLASS PROGRAMS IN PARIS AT THE MUSEUM LES ARTS DECORATIFS - LE LOUVRE AND **APPRENTICESHIP** OPPORTUNITIES WITH PRESTIGIOUS FASHION HOUSES, INCLUDING MAISON LESAGE (*PARIS*), MAISON LEMARIE (*PARIS*), MAISON MONTEX (*PARIS*), MANISH ARORA (*NEW DELHI*).

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

TWO POSSIBLE CATEGORIES - **FASHION**: A MINI COLLECTION OF 3 OUTFITS IN MENSWEAR, OR WOMENSWEAR OR A MIX OF BOTH MEN'S AND WOMENSWEAR OR/AND - **ACCESSORIES**: A MINI COLLECTION OF 3 ACCESSORIES, INCLUDING BAGS, LUGGAGE, BELTS, HATS, SHOES, ETC.

FIRST ROUND: DESIGN A CAPSTONE COLLECTION OF 3 SILHOUETTES/LOOKS.

EVERY SUBMISSION MUST INCLUDE THE FOLLOWING:

- 1 PAGE OF THE 3 ILLUSTRATIONS OR PLAN OF COLLECTION OR LINE UP (*1 PAGE*)
- 1 PAGE FOR EACH SILHOUETTE - ILLUSTRATION (*3 PAGES*)
- 1 PAGE FOR EACH SILHOUETTE - FLATS/TECHNICAL DESIGNS (*3 PAGES*)
- 1 PAGE FOR THE FABRIC AND MATERIAL SWATCHES (*NO PHOTOCOPY*) (*1 OR 2 PAGES*)
- 1 PAGE FOR THE VISUAL DEVELOPED CONCEPT OR MOOD BOARD (*1 OR 2 PAGES*)
- 1 PAGE FOR THE SHORT WRITTEN CONCEPT WITH A TITLE - ALL IN ENGLISH - (*1 PAGE*)
- 1 RESUME / CV OF THE APPLICANT (*1 PAGE*)
- 1 STUDENT ID OF THE APPLICANT (*PHOTOCOPY*) 2020/2021 (*1 PAGE*)

PAGE FORMAT

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

PLEASE MAIL ALL YOUR DESIGN PROPOSAL IN A STURDY CARDBOARD ENVELOPE TO AVOID ANY DAMAGE. SEND IT AS DOCUMENTS AND DO NOT DECLARE ANY VALUE BECAUSE IT IS NOT COMMERCIAL - OTHERWISE YOU WILL HAVE TO PAY TAXES.

DEADLINE TO RECEIVE PROJECT: APRIL 1, 2021

REGISTER NOW

THE ONLINE REGISTRATION IS NOW OPEN, (APPLICATION FEE: \$40)
ARTS-OF-FASHION.ORG

SINCE 2002 - *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.*

IMPORTANT DATES

FIRST ROUND

DEADLINE TO RECEIVE PROJECT
POST MARKED **APRIL 1, 2021**

FIRST JURY SESSION
MAY 2021

RESULTS POSTED ON WEBSITE
JUNE 2021

SECOND ROUND

CONSTRUCTION OF 2 SILHOUETTES /
2 ACCESSORIES FROM THE SELECTED
CAPSTONE COLLECTION PROJECT.

DEADLINE TO RECEIVE GARMENTS
SEPTEMBER 15, 2021

THE COMPETITION EVENT TAKES
PLACE IN DECEMBER 2021 DURING
THE ARTS OF FASHION FOUNDATION
SYMPOSIUM HOSTED AT THE SAN
FRANCISCO ASIAN ART MUSEUM.

VISIT THE ARTS OF FASHION
FOUNDATION WEBSITE, FOLLOW
US ON INSTAGRAM TO SEE PHOTOS
FROM PREVIOUS YEARS AND WORK
OF PAST WINNERS.

CONTACT-US@ARTS-OF-FASHION.ORG