

COMPETITION FOR YOUNG DESIGNERS ON FASHION CLOTHING CALL FOR SUBMISSION OF APPLICATIONS

Category "Fashion Design" - Creation of a collection of women's, men's or children's outfits, with an original interpretation of the theme "Past in the Future".

Application deadline: April 7, 2023 at 15:00

The competition is organized under the implementation of the CREATIVE HUB project (Deliverable 6.2.2 – Contest to attract young designers and artists to develop new fashion collections through the Hub / WP6: Networking activities)

INTRODUCTION

The project titled "Development of a Creative Hub for offering support to fashion graduates, young artists start-ups and development mechanisms to the fashion sector of the cross-border area" with the acronym CREATIVE HUB, is co-financed by the European Regional Development Fund (ERDF) and by the national funds of the countries participating in the Cooperation Programme Interreg V-A "Greece-Bulgaria 2014-2020".

The beneficiaries of the project are the following:

- Thessaloniki Chamber of Commerce and Industry, Greece (Lead Beneficiary)
- Hellenic Fashion Industry Association, Greece (Project Beneficiary 2)
- GNOSI ANAPTIXIAKI NGO, Greece (Project Beneficiary 3)
- Textile and Clothes Branch Organisation, Bulgaria (Project Beneficiary 4)
- Association SAVREMIE, Bulgaria (Project Beneficiary 5)

The main objective of the project is the development and establishment of the Creative Hub, that will operate as a support mechanism for SMEs and young graduates in the fashion sector (clothing, knitting, embroidery, textiles). The Hub will provide a great range of services including networking, consulting services, technological services, training seminars – business workshops. The project is expected to bring about a significant change in promoting entrepreneurship in the textile industry and

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will also provide an integrated framework and support system for fashion stakeholders.

The specific objectives of the project are:

- * To set up and develop a laboratory for the design of high-quality products and the development of prototypes
- * To provide support services to unemployed and self-employed workforce or managers for promoting innovation, creativity & entrepreneurship in the fashion sectors
- * To raise awareness of fashion companies on current and upcoming fashion trends
- * To provide targeted consulting services for the development of attractive collections and products
- * To offer specialised training and technical guidelines on the creation of technical files for the development of industrialized products
- * To offer integrated services for the implementation of technical guidelines as well as of international standards
- * To help businesses of the sector identify and take advantage of new sources of funding at the cross-border area to develop and expand export activities, becoming thereby more competitive and sustainable
- * To enhance the skills of professionals of different categories (graduates, students, managers, designers) by offering services adjusted to their needs considering the cross-border needs and the challenges of the wider context.

The project is implemented from 13/04/2021 to 12/06/2023.

For more information on the project, the official website is:

<https://fashioncreativehub.eu/>

I. CONTEST OBJECTIVES

- To provide students with an opportunity for creative expression of acquired knowledge, skills, and competences in the professions they are learning.
- To motivate participants to achieve higher results and improve practical skills in a real working environment.
- To stimulate the realization of contacts and partnerships between the participants and business representatives, as well as experts from the Textile and Clothing sector for the promotion and validation of creative practices in the implementation of creative and fashion activities.
- To stimulate companies to support young students and provide opportunities for cooperation. To motivate the participants to implement activities for the manifestation of professional and personal qualities: communication, creativity, professional ethics, etc.



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- Full dissemination of project objectives, activities, and results.
- Support for the sustainability of project results.

2. ORGANIZERS

The contest is organized by the HELLENIC FASHION INDUSTRIES ASSOCIATION (SEPEE).

3. ELIGIBLE PARTICIPANTS IN THE CONTEST

Students, undergraduates, and graduates (within the last 2 years) from fashion programmes related to fashion design & clothing.

The participants must be and/or operate on the Greek side of the border of the cross-border region Greece-Bulgaria / the Region of Eastern Macedonia and Thrace (Prefectures of Evros, Kavala, Xanthi, Rodopi and Drama) and the Region of Central Macedonia (Prefectures of Thessaloniki and Serres).

4. COMPETITION FORMAT

Contestants are invited to create a small collection of garments, presenting **6 complete looks** (women's, men's or children's outfits), which should correspond to the theme of the competition: "**Past in the Future**".

About the theme: We have entered an era of global awakening. The future calls us to express our goals and hopes in a way that is in harmony with the past. The past is our culture, our personal heritage, the arts and crafts of our ancestors, their way of life. The future is the unknown, the brilliant technological and scientific discoveries. How can we create a resilient future for nature and humanity with our knowledge from the past?

5. APPLICATION

- **Registration for participation**

The competition is open for applications from March 10 to April 7 2023.

Within the specified period, applicants must submit to SEPEE a registration form containing contact information and participant status.

- **Presentation of portfolio**

Along with the registration form, applicants should prepare and submit an A3, portfolio containing:

1. Cover page with the following competition titles:
**Cooperation Programme Interreg V-A "Greece-Bulgaria 2014-2020".
CREATIVE HUB project: Past in the Future**
2. a description of the concept (up to 250 words),
3. a moodboard of the concept,



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4. artistic sketches and colour illustrations of the models on cardboard or cadastre or digital. *Used technique: Technique of choice of the candidates in colour.*
5. Technical sketches of each garment presented and explanation of the techniques proposed (if necessary).
6. Line-up of the collection.
7. Back page: The name and contact e-mail of the contestant.
The portfolio should be accompanied by the registration form and can also be submitted digitally.

Candidates can submit their portfolio and registration form to:

HELLENIC FASHION INDUSTRIES ASSOCIATION (SEPEE), 18A ERMOU STR. 54624 THESSALONIKI - in person, by mail or by courier.

Recipient: HELLENIC FASHION INDUSTRIES ASSOCIATION (SEPEE), contact person: Mrs. Vassiliki Kavatziki, contact phone number: 2310 257075, info@greekfashion.gr

When the above materials are sent by courier/post, the date and time of receipt by the courier shall be considered as the date and time of receipt.

All materials sent by participants can be used to promote the contest (event catalogue, project and partners website, media, presentation of participants, etc.)

6. SELECTION

From the 10th to 12th of April, 2023, a first judging will take place with the consideration of all on-time submitted registration forms and portfolios.

The organizers reserve the right to reject applicants/models who do not meet the minimum requirements of the contest. All applications received after the 7th of April 2023, will be rejected.

Participants will be informed through e-mail for the results of the first judging by April 19 at the contact e-mail indicated by them.

The qualified candidates will be invited to participate in the final competition event in front of the public and the media, which will be held in the city of Thessaloniki on May, where they will be able to present their projects.

7. EVALUATION COMMITTEE

A 5-member Evaluation Committee (Chairman and 4 members) has been set for the evaluation of the participations. The Committee is composed by specialists and experts in the field of design and production of clothing, and representatives of



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companies from the Textile and Clothing sector, representatives of branch organizations and partners. The Committee will evaluate the received applications according to the criteria defined in paragraph 8 of the current call.

8. EVALUATION CRITERIA FOR ASSESSING QUALIFIED CANDIDATES TO THE FINAL STAGE OF THE COMPETITION ON MAY IN THESSALONIKI

The evaluation system is point-based. The maximum number of points is 100. The maximum number of points is awarded for complete, true, and accurate fulfilment of each criterion.

The chairman and each member of the evaluation committee will assess independently and fill in an evaluation checklist, in which they enter the specified number of points. The decision of the committee with the tables for the general assessment and ranking of each participation will be signed by the members of the Committee.

Criteria for evaluating the portfolio	Number of points
Correspondence of models with the assigned theme	min 0 max 10
Creativity and originality in realizing the idea on the given topic	min 0 max 30
Artistic interpretation of the drawings	min 0 max 10
Completion of the collection	min 0 max 25
Applicability of the models	min 0 max 25
Sum	Min 0 Max 100

Participants will be ranked in descending order, according to the number of points received according to the assessment criteria.

The Committee will select the 10 first participants who received the highest number of points as finalists. In the event of an equal number of points, priority will be given to participants with a higher number of points for creativity and originality of the idea. If the points are equal, the applicability of the model's criterion is taken into account.

9. AWARDS

- Certificates of participation for all participants
- Certificates for designated finalists



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- The 10 finalists will receive a free access to specialized training services in the Creative Hub of Thessaloniki, Greece.
- The 3 finalists will receive a free promotion ad in the Greekfashion magazine as well in the Greekfashion newsletters.
- The final winner will receive a free participation in the Athens Fashion Trade Show in Athens from 21 to 24 September 2023 to present their work.

The winners of the competition will be announced in the website of the Hellenic Fashion Industry Association and the project website.

10. COSTS

The expenses for the creation of the sketches and their presentation at the final stage of the competition in the "Fashion Design" category, which will be held on May in the town of Thessaloniki, are at the expense of the participants.

The organizers provide the costs for organizing the event (hall, sound system, technical implementation, microphones, laptop, multimedia, projection screens, etc., catering, photo and video coverage of the event, media coverage of the event, Livestreaming).

11. RIGHTS

All sketches and collections remain at the property of the participants. The organizers reserve rights to the printed and digital materials from the competition. Also, the organizers keep the right to publish photos, videos and other similar material for the purposes of the Creative Hub project.

12. RESPONSIBILITIES

The organizers are not responsible for lost and damaged portfolios when sent by post office/courier.

ORGANIZER:

HELLENIC FASHION INDUSTRIES ASSOCIATION (SEPEE)

18A ERMOU STR, 54624 THESSALONIKI, Tel: 2310 257074 -5, info@greekfashion.gr,
www.greekfashion.gr

The registration form is available [HERE](#).

PROJECT WEBSITE:

<https://fashioncreativehub.eu/>



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