

NAGOYA FASHION CONTEST 2010

30th

Rules and Guidelines

Nagoya Fashion Contest 2010 is calling for unpublished and original fashion designs with distinct styles for women, men or children (age 4 or 5). There are no restrictions on the category (i.e., entries can be for any season, formal or casual), or the number of works you can submit.

Entry Requirements

The competition is open to everyone. However, your fashion design sketches must be feasible (i.e., realizable), and you must be able to attend in person at your own cost the final judging and the rehearsal the day before, both to take place in Nagoya City.

Judging Criteria

Entries will be judged for expressiveness, originality, quality of finish, and color.

How to Enter

Produce a colored design sketch (only originals, not photocopies, will be accepted) on a B4-size sheet of drawing paper. On the same sheet you may include swatches and other related images as necessary. Complete a design description form and entry form for each sketch, and attach them to the sketch. (See the illustration. Design description forms and entry forms may be photocopied.)

Entry Fee

Each sketch submitted requires an entry fee of 500 yen (incl. consumption tax). Please enclose with your sketch a money order (*teigaku kogawase* or *futsu kawase* issued within 6 months) for the necessary amount.

* If you are sending 2 or more sketches, you may combine *teigaku kogawase* of any value to make up the total amount. If you are sending 9 or more sketches, *futsu kawase* is recommended.

* The entry fee is waived for entries from outside Japan.

Deadline for Submissions

Entries must be received by Friday, May 28, 2010.

* E-mail submissions are not accepted. Please send entries by post or courier.

Judges

Yukiko Hanai (fashion designer)/head judge
 Hiromichi Nakano (fashion designer)
 Yumiko Hara (fashion director)
 Toshikazu Iwaya (fashion designer)
 Tamae Hirokawa (fashion designer)

Initial Screening (based on sketches)

Early June 2010

Finalists will be notified by postal mail by early July. Finalists are required to execute their designs based on the sketches that have passed the initial screening, and submit their finished product(s) to the final public judging.

Final Public Judging and Awards Ceremony

Wednesday, September 15, 2010

The final judging will take the form of a runway show with professional models, and will be open to the public.

Venue: Design Hall, 3rd Floor, Nadya Park Design Center Building, 3-18-1 Sakae, Naka-ku, Nagoya City, Japan

Awards and Cash Prizes

Grand Prize (1 winner): 1 million yen
 Gold Prize (1 winner): 300,000 yen
 Silver Prize (1 winner): 100,000 yen
 Finalists (excluding prize winners): 30,000 yen

Additional Information

Submitted sketches will not be returned. Intellectual property rights of prize-winning works will remain with respective designers. However, the contest organizer may request use of materials on a preferential basis.

Personal information provided by contestants will be used for correspondence relating to Nagoya Fashion Contest 2010. The Nagoya Fashion Promotion Committee may also use such information for correspondence.

Organizer

Nagoya Fashion Promotion Committee (formed by the Nagoya Fashion Association and Nagoya Urban Industries Promotion Corporation)

Co-organizers

City of Nagoya, Nagoya Chamber of Commerce and Industry

Supported by

Chubu Bureau of Economy, Trade and Industry,
 Aichi Prefectural Government

Please send submissions and inquiries to:

Nagoya Fashion Contest 2010
 Nagoya Fashion Promotion Committee
 Nagoya Fashion Association
 6th Floor, Nadya Park Design Center Building,
 3-18-1 Sakae, Naka-ku, Nagoya City 460-0008, Japan
 Tel: +81-52-265-2030 Fax: +81-52-265-2036
 E-mail: nfa@n-fashion.com

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NAGOYA FASHION CONTEST 2010

● Title of work

● Category (circle where applicable)

Women / Men / Children (Boys / Girls)

● Material(s)

● Concept

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Women / Men / Children (Boys / Girls)

● Family name + Given name (Roman letters or pinyin)

● Age as of Sept. 15, 2010: Male / Female

● Current address (Roman letters or pinyin)

● Telephone

● E-mail address (not cell phone)

● Occupation

● Employer / School

● Address (Roman letters or pinyin)

● Telephone

● Notes

Sketch # () of () total sketches submitted.

Design Description Form

Entry Form