

# INTERNATIONAL LAB OF MITTELMODA

## Art.1 - ORGANISATION

The contest is promoted by Mittelmoda International Lab and Confindustria Moda, in partnership with Fondazione del Tessile Italiano, Camera Nazionale della Moda Italiana (National Chamber for Italian Fashion), in collaboration with Micam.

## Art. 2 - ELIGIBILITY REQUIREMENTS

The contest is free. There are no registration fees.

The competition is open to all students between the ages of 22 and 30 years old who have:

- completed their studies in fashion design/management and economy in the academic year 2022/2023
- completed (or going to complete) their studies in fashion design/management and economy in the academic year 2023/2024
- completed their studies in technical-professional post diploma courses in fashion design in the academic year 2022/2023
- completed (or going to complete) their studies in technical-professional post diploma courses in fashion design in the academic year 2023/2024

Team registrations are allowed, with the maximum of 2 participants per team.

The association reserves the right to derogate from these requirements, for associative purposes and at its sole discretion.

The collections and designs can be already submitted and/or winners of Italian or international contest and do not have to be exclusively made for the contest.

The final selected candidates must be able to complete the production of the collections or designs by the date of the final event and must be physically present in Milan from 17th to 20th September 2023 (TBC).

## Art. 3 - CATEGORIES

### FASHION DESIGN:

5 outfits required (total look including shoes)

- Womenswear | Menswear | Agender
- Knitwear
- Materials | Sustainability
- Trouser
- Shirt

\*see art. 8

### ACCESSORIES:

- Shoes
- Bags (every pair of shoes is one piece)
- Accessories and leather goods
- Eyewear | Jewelry

The collections can be a combination of the categories mentioned above.

The final selected candidates for the accessories category must independently find the outfit that models will wear on the runway at the final event.

The organization reserves the right to change the total number of pieces that will walk the runway, depending on models availability and the directions of the show.

### MARKETING:

- Digital marketing

All selected participants in the final phase will compete for all prizes, be they absolute or category, except for "Marketing" category. The same project can be awarded with one or more prizes.

## Art. 4 - JURY AND AWARDS

The projects will be evaluated by a jury made up by qualified experts. The evaluation will be based on the following criteria: creativity, technical quality, accuracy, internationality, understanding respect and compliance with the establishing times of the respective awards.

The jury will assign the following awards:

## MAIN AWARDS:

- **"INNOVATION" Main Award - € 10.000,00**

Prize offered by Confindustria Moda and Fondazione del Tessile Italiano. The main prize for the most innovative collection will be awarded to the project that will best express something completely different from what has been created so far, aiming to create a disruption in the sector.

- **"CREATIVITY" Main Award - € 5.000,00**

Prize offered by Camera Nazionale della Moda Italiana.

The main prize for the most creative collection will be awarded to the project that will best express a new aesthetic conception, an original and harmonious mood with an unconditioned thought. Creativity combines intuition, passion and knowledge, expressing its own concept of beauty.

## SPECIAL AWARDS:

- **"Sustainability" Special Award € 1.000,00**

Prize offered by ASAHI KASEI

- **"Andreas Schmeidler - Young creative leader of tomorrow" Special Award - € 1.500,00 + Executive Master in e-commerce management and technology 4.0 at SAA - School of Management in Turin.**

Prize offered by the Association "Amici di Andreas" and Fashion Magazine. The "Andreas Schmeidler Young creative leader of tomorrow" special prize will be awarded to the marketer who will best interpret the brief.

## CATEGORY AWARDS:

- **MENSWEAR & WOMENSWEAR € 1.500,00**

Prize offered by SMI - Sistema Moda Italia

- **SHOES AWARD € 1.500,00**

Prize offered by MICAM Milano

- **BAGS AWARD € 1.500,00**

Prize offered by MIPEL

- **TheOne SEASONLESS AWARD € 1.500,00**

Prize offered by TheOneMilano

- **ITALIAN LEATHER: A World of Creativity and Sustainability € 1.500,00**

Prize offered by Linea Pelle

- **ACCESSORIES AWARD (Eyewear, Jewelry, Bijoux, Hats, Foulard, etc) € 1.500,00**

Prize offered by MIDO

- **TEXTILE & MATERIALS AWARD € 1.500,00**

Prize offered by Milano Unica

- **FINEST TROUSER AWARD € 1.500,00**

Prize offered by GTA Moda

- **FINEST SHIRT AWARD € 1.500,00**

Prize offered by GALLIA

The same project can be awarded with more than one prize. The jury reserves the right to not assign one or more prizes if the projects are not compliant with the required criteria. Prizes will be awarded at the sole discretion of the jury. No appeals are allowed.

The organization reserves the right to introduce new or additional prizes that will be notified on the website [www.mittelmoda.com](http://www.mittelmoda.com) and on the official social media pages.

## **Art. 5 - REGISTRATIONS**

All contestants must register online by filling up the application form at [www.mittelmoda.com/register](http://www.mittelmoda.com/register).

Registrations are open from the date of the forwarding of this call for application (20th February 2023) and will close on 30th June 2023 at 23.59 CEST.

## **Art. 6 - REQUIRED MATERIALS FOR THE REGISTRATION**

### **FASHION DESIGN AND ACCESSORIES CATEGORY:**

Once the application form is filled and submitted, as stated in Art. 5 "Registrations", the Mittelmoda International Lab Association will need to receive the following materials (in digital or physical form):

- Copy of this application undersigned in acceptance.
- Attachment 1 "Personal details", filled up with every requested detail.
- Attachment 2 "Collection details", filled up with every requested detail.
- Detailed CV in English or Italian.

- Portfolio (physical or digital) including the sketches of the submitted collection.
- A concept description of the submitted collection.
- Photos of all outfits or pieces of the collection (if the outfits or pieces are not completed, please send “working progress” photos).
- HD photos of the submitted collection.
- 500 chars. english biography.

Also, if possible but not mandatory, the candidate can send:

- A 30 Second video presentation in which you explain who you are, where are you from and the 3 main features of your collection.
- A promozionale video to present the submitted collection.

\*The lack of only one of the required elements may be cause for rejection of the application. The portfolios [mandatory] or the prototypes [optional] submitted to the contest and sent will not be returned under any circumstance and will be included in Mittelmoda International Lab’s archives.

The submitted material will be used by the Association for promotional purposes on owned and/or third-party channels, without any limitation, as a showcase for fashion brands looking for new designers, and to other sponsors interested in the research of new professional figures.

For this matter, all candidates are invited to exclusively submit professional and high definition materials (recommended format: .png/.tiff, min. 3000 px width).

The organization reserves the right not to publish the received material if deemed as inappropriate, as not produced within deadlines or not compliant with the requested methods.

## MARKETING CATEGORY

The participants must send to the Association the following materials (in English or Italian) under penalty of exclusion from the competition\*:

- Copy of this application undersigned in acceptance.
- Attachment 1 “Personal details”, filled up with every requested detail.
- Attachment 2 “Collection details”, filled up with every requested detail.
- Detailed CV in English or Italian.
- Copy of the dissertation to submit to the jury

Also, if possible but not mandatory, the candidate can send:

- A 30 second video presentation in which you explain who you are, where are you from and the innovative features of your project.
- 500 chars. english biography.
- HD portrait picture.

\*The lack of only one of the required elements may be cause for rejection of the application. The portfolios [mandatory] or the prototypes [optional] submitted to the contest and sent will not be returned under any circumstance and will be included in Mittelmoda International Lab's archives.

All outfits, accessories and projects entered in the contest must perfectly match with the sketches and the registration guidelines and, if selected for the final stage of the contest, must be made by the candidates themselves.

A correct and accurate execution of the items entered in the contest is required, under penalty of exclusion from the competition.

The collection, accessories and projects do not have to be created exclusively for the International Lab of Mittelmoda contest.

The submitted material will be used by the Association for promotional purposes on owned and/or third-party channels, without any limitation, as a showcase for fashion brands looking for new designers, and to other sponsors interested in the research of new professional figures.

For this matter, all candidates are invited to exclusively submit professional and high definition materials (recommended format: .png/.tiff, min. 3000 px width).

The organization reserves the right not to publish the received material if deemed as inappropriate, as not produced within deadlines or not compliant with the requested methods.

## **Art. 7 - DEADLINES AND MATERIAL SUBMISSION**

The materials can be sent in digital or physical form.

The deadlines, under penalty of exclusion from the competition, are the following:

**DIGITAL MATERIALS SUBMISSION: 30th June 2023**

**PHYSICAL MATERIAL MUST REACH OUR OFFICE: 9th June 2023**

The digital materials must be sent via WeTransfer ([www.wetransfer.com](http://www.wetransfer.com)) at the address [info@mittelmoda.com](mailto:info@mittelmoda.com). Please do not use other methods to send the documents.

The physical materials must be sent via courier to the following address:

### **CONTEST 2023 MITTELMODA**

% Udine Gorizia Fiere

Via della Vecchia Filatura, 10/1

33035 Martignacco (UD) - Italy

To the kind attention of Maurizio Tripani

Useful info for the physical shipment of the materials:

It is recommended to specify the content of the package on the waybill, this will prevent the package to be stuck at customs and be charged with undue custom fees.

In case of bulky packages, we advise you to check the correct declaration of the content, to avoid customs blocks.

It is advised to mention that the package contains documents and portfolio to enter a fashion contest, therefore it has no commercial value (if requested, state a value of less than € 10).

The Mittelmoda International Lab Association will not collect packages that require payment on delivery, custom taxes and/or other fees.

The Association reserves the right not to accept packages that do not comply with the instructions provided in this regulation or the legal terms of the area in which it operates.

## **Art. 8 - COLLECTIONS AND PROJECTS**

For specifications about collections, model designs and projects, please look at the sections of the categories (Art. 6) and the Attachments at the end of this call for applications.

The outfits entering the competition must be total looks (including shoes).

If a collection is not equipped with shoes, the candidate must provide them, reporting the brand from which they were purchased to the organization.

The accessories candidates must independently provide enough total look outfits for the models that will walk on the runway.

## **Art. 9 - SELECTIONS**

The selections will be made at the end of July and the list of finalists will be announced by the 1st of August 2022. The official selection results will be released only through the International Lab of Mittelmoda website ([www.mittelmoda.com](http://www.mittelmoda.com)) and through the official social media pages. The final selected contestants will be notified via email.

**Please be mindful of the address given during the registration process and in Attachment 1 of this call for applications. All official communications will be sent to that address.**

The selected final candidates will receive an email with all info for the final event.

All outfits and/or accessories and/or model designs and/or projects will be presented to the jury and will be evaluated. The evaluation will be on both compliance with the registration and final results of the creation.

## **Art. 10 - TRAVEL AND ACCOMMODATION EXPENSES**

**The Association and/or its sponsors (through the Association itself) will cover directly all travel (to and from Milan) and accommodation expenses** for competitors from foreign countries of the 28th edition of Mittelmoda International Lab's final event.

Our offices will contact the finalists to arrange the schedule of the travel.

**The Association will directly take care of the travel and accommodation bookings for competitors from foreign countries.**

The detailed program of the final phase of the International Lab of Mittelmoda - with all details regarding arrivals, departures and participant obligations - will be promptly sent to the finalists once the

selection process is completed. The association may completely or partly suspend the coverage of the expenses above, for circumstances beyond its control (for example: health or war emergencies). In that case, the Association will promptly notify the finalists, with no claim of compensation if they will not be able to take part in the final phase of the contest.

\*Accommodation in an affiliated facility subjected to availability. Agreement for finalists coming from foreign countries only. Expenses of any partners and/or tutors are not included and must be paid directly to the facilities/travel companies. Refund policy and methods will be informed promptly to the selected candidates.

## **Art. 11 - PROPERTY OF ITEMS OF CLOTHING AND COMPOSITIONS**

All submitted and presented items will remain of candidates' property, unless specific indications for special awards.

Mittelmoda International Lab Association reserves all publication rights.

**By signing this regulation, the candidates declare that all presented projects and collections are designed, created and made by the candidate themselves, full rights owned.**

If a contestant is found guilty of plagiarism, they will be automatically disqualified from the contest. The Association Mittelmoda International Lab has no responsibility for any plagiarism by third parties.

If the finalist is interested in assigning or licensing the intellectual property, copyrights or other economic right to third parties, they must inform Mittelmoda International Lab as, for the same conditions, holds the right of first refusal.

The prototypes, promotional materials and projects - in physical or digital form - will not be returned to the candidates but will become part of the Mittelmoda International Lab Association's archives.

The organization reserves the right to keep the garments and/or model designs - prior authorisation from the candidates - for the final phase, for a period of time not exceeding six months and submit said items to fashion brands, to show in exhibitions, photoshoots, television and other shows in order to promote the stylists and the event itself.

## **Art. 12 - RESPONSIBILITY**

The Mittelmoda International Lab Association does not take any responsibility for possible damage or theft during selections, transport operations, throughout the event and during the period in which the garments and items will be kept.

The final event takes place in an international buyer's context. For this reason, we recommend taking care of your belongings, to not leave them unattended. This includes the backstage area, which is not provided with active surveillance.

The Mittelmoda International Lab Association is not responsible for any damaged or lost personal items.



The resolution of any dispute in this contest will be assigned to an arbitration panel thus appointed: a member for each side and a third member appointed by the President of Udine's Court.

## **Art. 13 - FASHION SHOW**

The fashion show and award ceremony of International Lab of Mittelmoda will take place on the **18th of September 2023 (to be confirmed)**, within the MICAM Milano international exhibition context, at Rho Milano exhibition center. In the case of cancellation or postponement for circumstances beyond its control (for example: health or war emergencies), the Association will promptly notify the participants with no claim of compensation if they will not be able to take part in the final phase of the contest. The program will be published on our website [[www.mittelmoda.com](http://www.mittelmoda.com)] and through official social media pages.

The fashion show is entirely organized by the Association.

The organization will define music, visuals and the order of appearance at its own discretion.

## **Art. 14 - SUBSCRIPTION**

The signing of this regulation and attachments implies full acceptance of the regulation itself, from art. 1 to art. 13, and the authorization to process personal data according to the law 196/2003 T.U. on privacy.

By signing the regulation, the candidate declares that all the details entered in the registration form and in the attachments are true. Any false declaration will be prosecuted according to the provisions of the law.

Date and place

Candidate's legible signature

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# ATTACHMENT 1: PERSONAL DATA, CONTACTS AND EDUCATION DETAILS

<b>Personal Details</b>	
Name:	
Surname:	
Date of birth:	
Place of birth:	
Nationality:	
Passport or ID N°:	
Address:	
City:	

<b>Contact details</b>	
*preferred contacts only. All information regarding the contest will be sent to the contacts stated below.	
Email:	
Cell N° (including country code)	
Instagram:	
Facebook:	
LinkedIn	
Website:	
Spoken languages:	

<b>Education details - Course of study:</b>	
Istituto frequentato:	
Indirizzo istituto frequentato:	
Corso di studi frequentato:	
Anno di laurea (se undergraduate indicare anno e mese di laurea prevista)	
Contatto telefonico istituto:	
Nome professore referente:	
Email professore referente:	

## ATTACHMENT 2: COLLECTION DETAILS - FASHION DESIGN AND ACCESSORIES

Collection details:	
N° of Menswear outfit (total look):	
N° of Womenswear outfit (total look):	
N° of Agender outfit (total look):	
N° of knitwear (single pieces):	
N° of bags*:	
N° of shoes*:	
N° of trouser	
N° of shirt	
N° of jewelry*:	
N° of eyewear*:	
Other:	
Materials in the collection:	

**\*Specify the number of accessories designed and made by the candidate**

**Sizes:** the submitted outfits and accessories must be in line with the size of the regulations.

Sizes can vary by approximately +/-10%

### MAN:

Height: 73 inch / 185 cm

Chest: 40 inch / 102 cm

Waist: 32 inch / 82 cm

Hips: 39.5 inch / 101 cm

Shoes: US 10,5 / UK 10

### WOMEN:

Height: 69 inch / 177 cm

Chest: 35 inch / 89.5 cm

Waist: 25 inch / 64 cm

Hips: 36 inch / 91.5 cm

Shoes: US 7 / UK 6

**Materials:** it is allowed to use any material as long as compliant with regulations for the protection of the environment.

**Season:** the season can be chosen by the candidate.

