



INTERNATIONAL LAB
OF MITTELMODA

26th EDITION OF
THE FASHION AWARD

PRE-ENTRIES
NO LATER THAN

MAY 15TH 2019

FINALISTS
SELECTION

END OF MAY 2019

FINAL
EVENT

MILAN-SEPT 2019

MITTELMODA IS
COMING BACK.
AGAIN.

INTERNATIONAL LAB
OF MITTELMODA

THE FASHION AWARD
26TH EDITION

INFO@MITTELMODA.COM

+39 351 9978803

FROM 3 PM TO 6 PM - CET

MON - FRI

ART 1 - ORGANISATION

The competition is promoted by **Mittelmoda International Lab** and **Confindustria Moda**, in partnership with **Fondazione Industrie Cotone e Lino** and **Camera Nazionale della Moda Italiana**, in collaboration with **MICAM** and main sponsor **LECTRA S.p.A.**

ART 2 - APPLICATION REQUIREMENTS

The competition is open to the following categories:

- **students in their last year at college** (undergraduate and post-graduate level) **who will graduate** (or get a Diploma) **in 2019** as fashion designers;
- **young fashion designers** either graduates of Fashion Colleges or in their early career - **in house or self employed** providing that they are **under the age of 28**.

ART 3 - CATEGORIES

The eligible categories are the following:

- **Womenswear // Menswear**
- **Knitwear**
- **Bags & Shoes**
- **Accessories** (Eyewear, Jewelry, Bijoux, Hats, Foulard, etc.)
- **Textile & Materials** (Cotton, Wool, Leather, Fur, Technical, etc.)

All participants selected for the fashion show will run for all prizes, whether absolute prizes or special prizes or even specifically indicated prizes; therefore when applying for the contest it is not necessary to specify the prizes contestants would like to run for. The very same design project can be awarded with more than a prize. The Jury reserves its right not to award any prize, even more than one, when the project does not meet the prize criteria or it is not considered suitable enough for the prize.

ART 4 - PRE-ENTRIES

All candidates must pre-register on-line by completing the application form to be found on <http://www.mittelmoda.com/> in the home page, **no later than May 6th 2019**.

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ART 5 - ENTRIES

Once pre-registration is granted, the candidate will be required to submit **ALL** the following qualifying documentation to the Mittelmoda offices, to arrive no later than May 15th 2019:

- a printed copy of the application form, typed out in every part, signed and completed with a personal passport size photograph. *The application can be downloaded from <http://www.mittelmoda.com/> in the section 'To Apply';*
- a signed copy of this competition rules document;
- a professionally bound portfolio in A4 format (cm 21x29,7) containing:

A) the drawings of the collection outfits (*a minimum of 5 total looks for womenswear / menswear / knitwear collection*) or the items (*no minimum number required for shoes & bags / accessories / textile & materials category*) according to the chosen category (*View ARTICLE 8 - specific product section prizes*).

B) One outfit of the enrolled collection must have a "touch of red" in order to be eligible for the Lectra Special Award (*see Art. 7 for brief and details*).

Each drawing must be numbered and marked at the back with the name and surname of the designer and its complete technical description on the back, in no more than 250 words. A text detailing the concept of the collection in no more than 250 words; color specifications and fabric samples; a detailed CV (typed in English).

For students: a photocopy of their degree (*if already in possession of the candidate*) or a certificate proving they are attending college.

For fashion designers: a certificate proving they are actually working as professional designers, for their own or other fashion companies; any article and/or feature about the participant appeared on magazine/s (if any); personal promotional cards and business cards (optional). It is also possible to send personalized presentations differing from the required one but only as additional material.

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- possibly a prototype of 1 item of the collection (optional);
- a Pen-drive (or a WeTransfer link) containing:
- scans of the drawings, digital photographs and/or other visual assets pertinent to the participating and - if appropriate - previous collections, complete with accessories; These must be separated into two separate folders, clearly labelled '72 dpi' (containing 72dpi files of approximately 15x10cm) and '300 dpi' (containing the same images in 300 dpi and approximately 30x20cm); Very important: a high quality (better if in full HD) short video of self-presentation about personal and professional experience.
- a digital passport photo;
- a copy of the CV;
- any additional material that might be considered interesting of your work and style.

NB. Submitted portfolios (compulsory) and prototypes (optional) will not be sent back for any reason and they will become part of the permanent archive of Mittelmoda International Lab. Candidates are advised to send copies of the originals if this is an issue.

All material must reach our offices by:

MAY 15TH 2019

****If any of the above items is missing or late, participation will be denied.***

VERY IMPORTANT: in order to avoid delays or losses, the Organisation encourages participants to submit their entries by courier or by priority mail, specifying that the content of the packages is of no commercial value. Please remember to declare responsibility for custom fees by ticking the apposite box on the shipment document, as Mittelmoda will not pay custom fees on arrival and will therefore be forced to refuse the shipment.

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ATTENTION ADDRESS CHANGED*:

Please send to the following address:

MITTELMODA CONTEST 2019

C/O UDINE GORIZIA FIERE S.p.A.
VIA DELLA VECCHIA FILATURA, 10/1
33035 MARTIGNACCO (UD) - ITALY

In case of selection, all material (sketches, photos etc.) sent by the applicants will be used to create the event catalogue, and all the participants' portfolios might be used both to introduce participants to fashion houses willing to meet new designers and for communicational and promotional purposes with the press at international level. Therefore, candidates are asked to send material which is suitable for promotional purposes (files saved in jpeg and/or in tiff at 300 dpi). ***The organisation will not use material which does not correspond to the required format and indications, even when belonging to selected finalists.***

*The association will take care of the material who have been sent to the old address.

ART 6 - OUTFITS ENTERED

Creation: the items presented for the competition must correspond exactly to the drawings and to the specifications enrolled and must be made by the designers themselves. Correct and accurate execution of the garments is essential. The outfits presented must be:

MALE

HEIGHT: 73 inch / 185 cm

CHEST: 40 inch / 102 cm

WAIST: 32 inch / 82 cm

HIPS: 39.5 inch / 101 cm

SHOES: US 10 / UK 9

FEMALE

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

Fabrics: Any fabric or material may be used.

Season: Participants are free to choose the season.

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Exclusion - Controversies: The Organisation has the right to exclude from the competition those garments or accessories which are not made according to the Competition Rules.

The resolution of any possible controversy will be dealt with by an arbitral board consisting of one member from each party and a third member appointed by the Presiding Judge of Gorizia.

ART 7 - SELECTIONS

In late May a Jury will examine all the material received.

The results will be promptly published online on **www.mittelmoda.com** under the 'News' section and **all selected candidates will be immediately notified** by the organizers and will receive a detailed programme, including all the necessary information on their stay during the Mittelmoda finals.

Each participant is responsible for providing his/her complete contact details and notifying the Organization of any change. Selected candidates will be invited to take part in the finals and will be asked to create their collections (*according to the chosen category – view Art. 3*) to be shown on Mittelmoda's catwalk in a collective fashion show (date and place to be confirmed).

All the candidates are informed that, in case of selection for the competition finals, they will be asked to promptly provide the organizers with one or two photographs of the items belonging to the collection enrolled in the competition and/or any other photographic, video or multimedia material according to the timing and needs requested by the organizers being the signing of these regulations binding in this sense.

The Organization reserves the right to exclude any selected contestant from participation if the above-mentioned rule is not respected.

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All the works (according to the chosen category) enrolled by the finalists will be presented to the jury and submitted to their judging for the awarding of the prizes. In case of necessity, either to comply with the guidelines of the Fashion Show's Director or to meet the availability of the models, the Organization reserves the possibility to decide the exact and ultimate number of outfits per finalist to be showcased on the catwalk. In case a choice is needed, the suggestions of the finalists would be respected as much as possible.

Candidates are therefore asked to specify the number of the enrolled sketches and to clearly indicate if menswear or womenswear.

Contestants will have to hand in their collections upon their arrival at the Mittelmoda's location.

ART 8 - JURY AND PRIZES

The contest jury will include renowned national and international fashion experts. Selection criteria will include: creativity, international and feasibility. In the final phase, judging criteria will include the correct execution of the items in accordance with the Competition Rules, too.

THE JURY WILL AWARD THE FOLLOWING ABSOLUTE PRIZES:

- **MITTELMODA THE FASHION AWARD - INNOVATION:**
€ 3000,00 - Absolute prize for the most innovative collection offered by CONFINDUSTRIA MODA and FONDAZIONE INDUSTRIE COTONE E LINO.

The Innovation award will be granted to the project which, by showing something completely different from what has been seen so far, creates a complete disruption in its reference segment, with a concept innovating the product not only in the esthetics but also in its fundamental aspects such as fabrics or materials, functionality of use, concept and design, cutting or sewing techniques; innovative is a change of paradigm, it is something completely new, never thought of and therefore never developed before, never presented and never showcased.

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• **MITTELMODA THE FASHION AWARD – CREATIVITY:**
€ 3000,00 - Absolute prize for the most creative
collection offered by CAMERA NAZIONALE DELLA
MODA ITALIANA.

The Creativity award will be granted to the project showing a new esthetic concept, an original harmonic mood with a concept completely free from boundaries, unconventional, consistent and personal, where a unique coherent style emerges, which can also be based on reinterpretations from the past but translated into a new personal way, transcending prefixed schemes, and marked by a precise immediate recognizable signature. Creativity is an act merging intuition, passion and knowledge expressing an autonomous inner idea of beauty.

**THE JURY WILL AWARD THE FOLLOWING
PRODUCT SECTOR PRIZES:**

- **WOMENSWEAR - MANSWEAR PRODUCT SECTOR PRIZE:** € 1000,00 - *Minimum 5 total looks required in order to understand the concept as a whole.*
- **KNITWEAR PRODUCT SECTOR PRIZE:** € 1000,00
Minimum 5 total looks required in order to understand the concept as a whole.
- **BAGS & SHOES PRODUCT SECTOR PRIZE:** € 1000,00
No minimum number of items required.
- **ACCESSORIES PRODUCT SECTOR PRIZE:** € 1000,00
No minimum number of items required.
- **TEXTILE & MATERIALS PRODUCT SECTOR PRIZE:** € 1000,00 - *No minimum number of items required.*

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THE JURY WILL AWARD THE FOLLOWING SPECIAL AWARDS:

• **LECTRA SPECIAL AWARD – FIL ROUGE DEFILE’:**
Lectra S.p.A. will award the most innovative look of the enrolled collection. The Lectra Prize will be the Kaledo Style and the Modaris license for the industrialization of the winning collection and a training session with an expert of the Lectra team (for a total value of € 18.000,00).

Students will have to create one (1) TOTAL LOOK specifically created for Lectra and will have to be characterized by “a touch of red” (to be consistent with the “Fil Rouge” concept).

For further information ONLY

about the LECTRA special award please refer to:

Barbara Raele - School Partnership Coordinator

Office Office: +39 02 21047326

Fax: +39 02 21598815 - E-mail: b.raele@lectra.com

• **DONDUP FOR SUSTAINABILITY: € 2000,00**
Special prize for the collection with the best functionality respecting the environment offered by DONDUP.

Students will have to create the entire collection with sustainable materials.

• **TheOne SEASONLESS AWARD: € 1000,00**
Special prize for the best collection cross-referring in the style and in the functionality, able to respond to both buyers and consumers needs offered by TheOneMilano.

Please note that in case of internships and collaborations offered by fashion houses and companies, either by those which are members of the Mittelmoda International Lab and by others which are not, Mittelmoda will offer its support and collaboration for the best management of the contacts and agreements between the parts but it will not be responsible for problems or dissatisfactions which might incur between the parties.

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The organization reserves the introduction of new additional Absolute and / or Special Prizes that will be communicated through the website and the social pages.

ART 9 - ACCOMODATION AND TRAVEL

Accommodation and travels expenses will be covered personally by the finalists themselves.

ART 10 - OWNERSHIP OF THE GARMENTS

All the garments will remain property of the participants, though Mittelmoda reserves all publishing rights. Besides, the Organisation, upon their authorization, reserves the right to keep the garments and the material sent by the finalists for a maximum of six months, to be able to submit them to the examination of fashion houses, for fashion shows, for press and television features, for exhibitions or other possible occasions aiming at promoting both the event and the designers.

ART 11 - RESPONSIBILITIES

Mittelmoda International Lab cannot be held responsible for any damage or theft of garments or designs that may occur during transport, selections, or during the event or du-ring the period in which the garments are kept (see Article 9).

ART 12 - FASHION SHOW

The final award fashion show will take place in Milan at MICAM FAIR (Milan Rho) on 15/18 September 2019 (exact schedule to be confirmed and communicated accordingly to the organization's agreements with its partners (the exact address of the location will be communicated through the website to all the selected finalists).

ART 13 - ARRIVAL AND DEPARTURE

Designers selected for the competition will be sent a detailed programme and all relevant information for their arrival and permanence for the event immediately after the selections.

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ART 14 - ACCEPTANCE OF THE REGULATIONS

The signing of these regulations and of the related application form implies their full acceptance (Art. 1 - 14).

DATE

SIGNATURE

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APPLICATION FORM PERSONAL DETAILS

Name:		Surname:	
Address:			
City:		Post Code:	
Country:		Fax n°:	
Phone n°:		Email:	
Mobile n°:		Facebook:	
Skype:		Place of birth:	
Date of birth:		Social security n°:	
Nationality:			
Passport n°:			
Languages spoken:			

EDUCATIONAL DETAILS

College you are from:		Name of the course:	
Graduated year/month:		I'm attending the last year and will graduate in 2017:	*month
School address & contact:			
Tutor's name, phone and @:			

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APPLICATION FORM COMPETITION DETAILS

Category & Style:		Outfits' collection:	
High fashion		Menswear n° of outfits:	
Prêt-À-Porter		Womenswear n° of outfits:	
Avant-garde/Experimental		Lectra n° of outfits:	
Street style		Lectra menswear n° of outfits:	
Jeun créateur		Lectra womenswear n° of outfits:	
		Overall n° of outfits:	

Outfits' fabrics:			
Cotton		Linen	
Leather		Fur	
Silk		Synthetic	
Knitwear		Others	

Accessories' collection:			
Bag n° of outfits:		Shoes n° of outfits:	
Belts n° of outfits:		Sun/Glasses n° of outfits:	
Jewellery n° of outfits:		Others n° of outfits:	

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APPLICATION FORM COMPETITION DETAILS

SPECIAL PROJECTS:

I want to be informed about Mittelmoda International Lab various special projects happening during the year.

 YES NO

POSSIBLE INTERNSHIPS

I am interested in attending possible internships offered by the fashion houses.

 YES NO

The undersigning of these regulations and of the related application form implies their full acceptance of the italian law 96/2003 concerning the treatment of personal data.

DATE

SIGNATURE

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