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REDRESS

**THE ECOCHIC DESIGN AWARD
2014/15
APPLICATION GUIDELINES**

DEADLINE 15 AUGUST 2014

#ECDA

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The Competition

What is it?

The EcoChic Design Award is a sustainable fashion design competition inspiring emerging fashion designers to create mainstream clothing with minimal textile waste. Designers are educated with the theory and techniques to enable them to create desirable sustainable clothing via zero-waste, up-cycling and reconstruction sustainable design techniques.

The 2014/15 competition cycle is open to fashion designers with less than three years' professional experience and fashion design students living in Hong Kong, Mainland China, Taiwan, Singapore, Malaysia, UK, France, Germany, Sweden and Denmark. One finalist from each of the ten regions will be selected to present their sustainable collection at Hong Kong Fashion Week in mid January 2015 to compete for career-changing prizes.

Who can apply?

Applicants who meet **all** of the following criteria may apply:

- ✓ Aged 18 or above (as of the application closing date on 15 August 2014).
- ✓ Currently live with a valid ID/passport/visa/resident permit in Hong Kong, Mainland China, Taiwan, Singapore, Malaysia, UK, France, Germany, Sweden or Denmark.
- ✓ A fashion designer with less than three years' professional fashion design experience or a fashion design student studying in any year at an educational institute in Hong Kong, Mainland China, Taiwan, Singapore, Malaysia, UK, France, Germany, Sweden or Denmark.
- ✓ An individual (group applications are not permitted).

What is the competition design brief?

You are challenged to 're-orient' your design palette to reflect 'Modern China Chic' through your contemporary and wearable womenswear collection. This must celebrate the past, present and future fabric of China's dynamic cultural and style influences in today's global fashion stage in your design-centric collection that reflects style as much as sustainability.

You are designing for...

- A dynamic and modern woman aged 25-40 who has a sophisticated appreciation of China's modern style.
- She may be a cosmopolitan Chinese woman who embraces China's creative and cultural influences as much as its booming economy. Or she may be an international woman who is well travelled and is as comfortable in a qipao as a jumpsuit.
- She enjoys considered and conscious luxury, where focus is given to quality, tailoring and craftsmanship.
- She is conscientious about wastefulness in modern living and wishes to be clothed in ways that reflect her style as much as her sentiments about sustainability.

You are then challenged to 're-orientate' your approach to sustainability in order to put your collection's sustainability credentials on the fashion frontline.

Your sustainable designs must...

- Cut waste out of fashion by using one or more of the sustainable design techniques of zero-waste, up-cycling and reconstruction.
- Be made with textile waste for the up-cycling and reconstruction outfits.

If you want to make style and sustainability history then you have to...

- Design to win. Create three ready-to-wear outfit sketches (not complete outfits) for the open application. If you make the cut to become one of the ten finalists, you must make these three ready-to-wear outfits into complete outfits. To test you further, you must then create two additional complete ready-to-wear outfits and one couture outfit in order to make your mark on the runway.
- Impress the judges. Your designs will be scored in three categories (in the open application and semi-final) and four categories (in the Grand Final) each with **equal weighting** according to creativity and originality, sustainability, marketability and workmanship (final only).

The competition's design techniques and textile requirements:

Applicants can base their outfit(s) and their entire collection on one or more of the three sustainable design techniques detailed below. In addition, applicants can combine the techniques within any of their garments.

ZERO-WASTE DESIGNS

Definition: A design technique that eliminates textile waste at the design stage.

Technique: You are allowed to use any zero-waste design techniques such as, zero-waste pattern cutting, draping, smocking, plaiting and knitting.

Textile selection: You may select any type of textile, including waste or non-waste. A preference will be shown towards sustainable textiles.

Remember: You must submit a photo and information about the source and type of textile(s) used. If you used the zero-waste pattern cutting or draping technique, you are required to submit your pattern(s) and provide the exact measurements of the textile(s) used.

Learn more about zero-waste: www.ecochicdesignaward.com/learn

UP-CYCLING DESIGNS

Definition: The recycling of a material into a product of **higher** quality.

Technique: You are allowed to use any up-cycling techniques such as patchworking, draping, interlacing, layering and fusing.

Textile selection: You must use textile waste for up-cycling.

Remember: You must submit a photo and information about the type and source of the textile(s) waste used.

The following types of textile waste may be used:

- Damaged textiles: unfinished textile products that have been damaged, for example colour or print defects
- End-of-rolls: factory surplus textiles that have been leftover from garment manufacturing
- Cut-and-sew: textile scraps from garment manufacturing
- Textile swatches: leftover textile sample swatches
- Sampling yardage: factory surplus sample textiles that have been leftover from sample manufacturing
- Secondhand textiles: any textiles that have been used and discarded by consumers, which are not clothing or fashion accessories
- A combination of the above is permitted

Learn more about up-cycling: www.ecochicdesignaward.com/learn

RECONSTRUCTION DESIGNS

Definition: The process of making new clothes from previously worn outfits or preformed finished products.

Technique: You are allowed to use any reconstruction techniques such as deconstructing, shredding, quilting, patchworking and draping.

Textile selection: You must use textile waste for reconstruction.

Remember: You must submit a photo and information about the type and source of the textile(s) waste used.

The following types of textile waste may be used:

- Clothing samples: samples from the design and production of clothing
- Unsold clothing waste: clothing waste (finished or unfinished) that has not yet been used
- Secondhand clothing: clothing or fashion accessories that have been used and discarded by consumers
- A combination of the above is permitted

Learn more about reconstruction: www.ecochicdesignaward.com/learn

How do I apply?

Download The EcoChic Design Award 2014/15 Application Form here:

www.ecochicdesignaward.com/application

Here is a summary of the open application design requirements. The following information should be used as a guide only, as more detailed information is expected from you as outlined in the application form.

OPEN APPLICATION DESIGN REQUIREMENTS

One mood board illustrating the theme, inspiration and colour of your entire competition collection.

Three ready-to-wear outfit illustrations with technical drawings based on one or more of the sustainable design techniques zero-waste, up-cycling and reconstruction. No complete outfits are required to be made in the open application. All artwork must be original creations designed by you and they must not have been seen in public previously.

Remember, your outfit must cover a model's upper and lower body with garments such as tops, bottoms, dresses, jackets and coats. Shoes and accessories are not required.

Information about your textile selection including the type of fibre, type of textile and source. Up-cycling and reconstruction designs must be based on textile waste. Zero-waste designs may be based on any type of textile, whether waste or non-waste, with a preference shown for sustainable textiles. You will be asked to provide clear photos of the original textiles before any cutting or alteration, in order to show that such textiles are available to use.

Remember, no changes to your sketch or textile selections are permitted.

Three brief written statements about your aspirations.

When **submitting** your application form:

- ✓ It must be in pdf format.
- ✓ It must not exceed 10MB.
- ✓ Email your application form to your region's email address, from the region in which you live and are applying from. For Hong Kong, Mainland China, Taiwan, Singapore and Malaysia applications email: asia@ecochicdesignaward.com For UK, France, Germany, Sweden and Denmark applications email: europa@ecochicdesignaward.com.
- ✓ The deadline to email your application form is **Friday 15 August 2014** at 11.59pm (local time in your region). Any application forms received after this time will not be accepted.
- ✓ Within 24 hours of submitting your application form, you will receive an email from The EcoChic Design Award Team to confirm we have received your application form.

Following submission, The EcoChic Design Award Team may contact you for further information, such as verification of your professional experience and your eligibility.

What happens if I make it to the Semi-final?

After the competition deadline on 15 August 2014, the local judging panel will select the top three applicants from their specific region to go through to the semi-final.

These 30 semi-finalists, formed of three semi-finalists from each of the ten regions, will be notified by The EcoChic Design Award Team on 30 August 2014. The 30 semi-finalists will be announced on the www.ecochicdesignaward.com website on 2 September 2014.

Following the announcement of the 30 semi-finalists, the international judging panel will review the 30 application forms. You may be required to have a phone or Skype informal interview between 3 to 11 of September 2014. Following the international judges' assessment, the top ten finalists, formed of one finalist from each of the ten regions, will be selected to go through to the Final.

All 30 semi-finalists will win educational and career-enhancing prizes, which can be found here: www.ecochicdesignaward.com/the-prize.

What happens if I make it to the Final?

The ten finalists, formed of one finalist from each of the ten regions, will be directly notified by The EcoChic Design Award Team on 12 September 2014. The ten finalists will be announced on the www.ecochicdesignaward.com website on 15 September 2014.

The ten finalists will be briefed further about the Final requirements upon their notification. However, here is a brief summary of the Final design requirements:

FINAL DESIGN REQUIREMENTS

You will present a six outfit sustainable collection formed of:

Three ready-to-wear outfits based on your online application: You will make your three sketches from the open application into complete outfits. **No** changes to your sketches or textile selections are permitted.

Two additional ready-to-wear outfits: You will create two additional outfits based on the same mood board submitted in the open application.

One couture outfit: You will create one couture outfit based on the same mood board submitted in the open application.

Remember, your outfit must cover a model's upper and lower body with garments such as tops, bottoms, dresses, jackets and coats. Shoes and accessories are not required.

The competition design brief requirements for your subsequent three outfits (whether the two additional ready-to-wear outfits or the one couture outfit) are the same as in the open application. This means that your entire six outfit collection must be:

- ✓ Created using one or more of the sustainable design techniques zero-waste, up-cycling and reconstruction.
- ✓ Textile waste must be used for the up-cycling and reconstruction outfits.
- ✓ All artwork and outfits must be original creations designed by you and they must not have been seen in public previously.
- ✓ Your outfits must have been made and sewn by yourself.

The ten finalists will need to sign an agreement with Redress agreeing that they confirm to the dates, schedules and Final terms before being confirmed as a finalist and published on the www.ecochicdesignaward.com. In brief, this agreement will require you to confirm that you are able to:

- ✓ Visit Hong Kong from 17-22 January 2015 (exact dates TBC) to attend the Grand Final fashion show, seminar, workshop and other events organised by Redress (travel and accommodation costs covered by Redress).
- ✓ Send a work-in-progress report of your competition collection by 3 November 2014. This is to ensure that your competition collection is being produced in a timely manner and to a high quality and standard. This work-in-progress report will not be used for judging purposes.
- ✓ Send your completed competition collection to arrive in Hong Kong by 25 November 2014 (postage covered by Redress).
- ✓ Accept the prizes' schedules and are available for the prizes in the event that you win.

What happens if I win?

Firstly, congratulations! You will now embark on a new sustainable design journey.

1st Prize: The EcoChic Design Award 2014/15 with Shanghai Tang

You will design your own capsule collection using up-cycled textiles for Shanghai Tang, China's leading luxury brand that prides itself as the curator of modern Chinese chic. Following your competition victory, you will return to Hong Kong for up to three months during which your design vision and cultural experiences will be expanded, along with your fame. You will work alongside Shanghai Tang's creative team on your own named capsule collection whilst living for three months in one of the world's most dynamic cities. You will have firsthand experience on the production process of Shanghai Tang, which will make your capsule collection come to life. Being in the headquarters of an internationally renowned brand, you will also have the opportunity to witness behind-the-scenes action on all the marketing preparation before a collection is launched. All the while, you will develop your own real-life interpretation and memories of 'Modern Chinese Chic' to take home with you as you wait for your capsule collection to hit select Shanghai Tang stores and online around the world.

Beyond this, you will make history as being the first emerging fashion designer to work with China's most respected luxury brand on your own named up-cycled capsule collection. Your career – and your life – will never be the same again.

1st Prize schedule:

Mid January 2015: The winner will meet Shanghai Tang's representatives in Hong Kong the morning after the Grand Final fashion show for an introductory meeting, a briefing about the capsule collection and their subsequent trip back to Hong Kong. It is then most likely that the winner will return back to their home country in order to prepare for their subsequent visit to Hong Kong in order to commence their winning design collaboration with Shanghai Tang.

Between March 2015 to end August 2015: The winner will then return back to Hong Kong to work with Shanghai Tang's design team, anytime between March 2015 and August 2015 for three consecutive months. The minimum duration spent in Hong Kong will be three consecutive months of full-time design work. During this time, the winner will design their capsule collection with Shanghai Tang's creative team, work on the sampling and learn about the marketing of their capsule collection.

Between July 2015 to December 2015: After the winner's three months of full-time experience in Hong Kong, the winner will return back to their home country whilst the final preparations are made to prepare their capsule collection for retail to the world!

Late 2015. The winner's collection will retail in selected Shanghai Tang's stores around the world and online.

2nd Prize: The EcoChic Design Award 2014/15 with The Langham, Hong Kong

You will design textile waste-reducing staff uniforms for Hong Kong's legendary five star hotel, The Langham, Hong Kong, for their deliciously loved and prestigiously attended Chinese restaurant, *T'ang Court*. The hotel's two star Michelin restaurant has racked up numerous awards, including being listed as one of the world's Top

Ten Hotel Restaurants, and has provided fine Cantonese dining for influential guests from around the world for over 20 years in an ambience saluting China's golden age, the Tang Dynasty.

Following your award victory, you will work remotely with the hotel's team, who you will get to know during your five-night stay at the award-winning hotel during your Grand Final week in Hong Kong. You will inject your own interpretations of 'Modern China Chic' into the restaurant's female and male eight-style staff uniforms to provide a new reflection that contains the essence of the Tang Dynasty re-interpreted in today's modern Chinese arena. Like the hotel's mission, your sustainable uniform design will be 'Always in Style' and you will creatively inject your own fashion-feel into your designs, turning the restaurant into a runway. This paid for design prize will furnish you with a first-hand and five star uniform design experience that will put your sustainable design creativity center-stage at fine dining tables for years to come.

2nd prize schedule:

Mid January 2015: The winner will meet The Langham, Hong Kong's representatives in Hong Kong the morning after the Grand Final fashion show for a more detailed briefing and meet the entire creative, production and marketing team to discuss the eight-style uniforms' design, materials, production and overall timeline.

From February 2015 to May 2015: The winner will then work remotely from wherever he or she lives with The Langham, Hong Kong's team on his or her textile waste-reducing design prototypes, designs and then sampling for the eight styles.

Final release date, TBC: The winner's uniform will be revealed to the media, via a press release and photoshoot, and social media and up close and personal to diners alongside the unveiling of T'ang Court's new renovation.

Special Prize: The EcoChic Design Award 2014/15 with John Hardy

You will earn yourself an enlightening educational trip with the international renowned Sustainable Luxury™ jewelry brand, John Hardy, in Bali, Indonesia to learn how the brand puts environmental accountability, social responsibility and culture preservation into action... From the brand's creative director to their skilled artisans, John Hardy's team will welcome you to the heart of their design and production workshop, which is set against a backdrop of lush paddy fields and bamboo. From here, they will take you from their design drawing board to their production lines where you will witness how the brand incorporates environmental and social sustainability into the core of their design, production and business philosophies. You'll witness how the company creates beautiful works of art with reclaimed gold and silver, builds their facilities with natural materials; how they engage in local communal efforts to enrich the broader community to protect the environment, all whilst running a profitable, globally present and relevant brand.

This is a special prize because to win these rewards, which will give you a life-changing appreciation of holistic business practices, you will need to impress just one judge, John Hardy's CEO, Damien Demoncourt, with your polished business brains that complement your design details. This prize will leave a powerful stamp on your sustainability DNA, as well as in your passport.

Special prize schedule:

Mid January 2015: The winner will meet John Hardy's representatives in Hong Kong the morning after the Grand Final fashion show for an introductory meeting to discuss his or her winning educational trip.

Between March 2015 to end August 2015: The winner will visit John Hardy's design centre and workshop in Bali, Indonesia for a four-day educational experience. The winner will stay in a beautiful boutique hotel in the famously artistic Ubud area, where the winner will soak up their new Balinese surroundings to nourish his or her future sustainable fashion journeys.

Between May 2015 to end August 2015: The winner's reflective diary will be released on Redress social media platforms, in order to share his or her experiences with the world.

All ten finalists get to...

- Present your sustainable collection at Hong Kong Fashion Week and to the world
- Enjoy your five-day, whirlwind educational all-expenses paid trip to Hong Kong
- Join The Redress Forum: Go Further Design Challenge in partnership with Ford Motor Company
- Participate in The Redress Forum: Seminar in Hong Kong and add your voice to the global discussion about sustainable fashion
- Have one of your designs shot in Hong Kong by a renowned photographer, Tim Wong, and styled by influential stylist, Denise Ho

- Witness your designs showcased under the international public's spotlight in a touring exhibition after the grand final concludes
- Get your two-hour mentorship with your local sustainable fashion expert to help nurture your future development
- Receive your six-month subscription to the online portal 'The Berg Fashion Library' and receive your copies of the three most recent books from the Fairchild Basics Fashion Design series
- Get yourself splashed across Redress' and The EcoChic Design Award's promotional channels

All 30 semi-finalists get the chance to...

- Cultivate your greater understanding about sustainable fashion through your copies of Fairchild Books' *A Practical Guide to Sustainable Fashion* by Alison Gwilt and *Sustainable Fashion: Past, Present and Future* by Jennifer Farley Gordon and Colleen Hill
- See your name and talents promoted on Redress' and The EcoChic Design Award's promotional channels

More information about all of the career-changing prizes can be found here:

www.ecochicdesignaward.com/the-prize.

What are the key competition dates?

Open Application

15 April 2014	Launch of the online open application
15 August 2014	Application deadline (11.59pm local time)
2 September 2014	30 semi-finalists (three per region) announced on www.ecochicdesignaward.com

Semi-final

15 September 2014	Ten finalists (one per region) announced on www.ecochicdesignaward.com
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Final

3 November 2014	Deadline for finalists' online submission of their work-in-progress report
25 November 2014	Deadline for finalists' collections to arrive in Hong Kong
17 January 2015*	Finalists arrive in Hong Kong
19-20 January 2015*	Finalists attend The Redress Forum
21 January 2015*	Grand Final fashion show and winners announced
22 January 2015*	Finalists depart
February-March 2015	Touring international exhibition

* Exact dates TBC

What are the terms and conditions of entry?

Please note that all dates and deadlines are subject to change at Redress' discretion.

1. This competition is open to residents currently living with a valid ID/passport/visa/resident permit in Hong Kong, Mainland China, Taiwan, Singapore, Malaysia, UK, France, Germany, Sweden and Denmark who are aged 18 or above (as of the application closing date on 15 August 2014) and who have less than three years' full time or part time or freelance professional fashion design experience, or are a fashion design student in any year at an educational institute in Hong Kong, Mainland China, Taiwan, Singapore, Malaysia, UK, France, Germany, Sweden and Denmark.
2. The competition is not open to employees of Redress, their families, any of Redress' agents and sponsors and/or advisors for the competition or anyone to whom Redress deems inappropriate.
3. Applicants are required to meet all deadlines and requirements specified by Redress and understand that late or invalid submissions will not be accepted.
4. Applicants can be disqualified by Redress at any time at Redress' final discretion for failing to meet the

deadlines, criteria, quality and entry requirements and other reasons as determined by Redress.

5. All works submitted must be original and must be entirely created by the applicant who submitted them and must not have been seen in public previously. Redress will assume no liability for the work submitted, accused of plagiarism, copyright issues, or any intellectual property rights issues related to the entries and works submitted. The applicants must take sole responsibility and in such case, the applicant shall indemnify Redress for any loss or damages and his/her admission to the competition shall be terminated.
6. All decisions made by the local and international panel of judges and Redress are final. Redress' employees and the judges will not enter into any disputes or discussions from applicants.
7. All finalists must be available to come to Hong Kong between 17-22 January 2015 (exact dates TBC). Redress will be responsible for the finalists' costs including: travel and visa (if required) to Hong Kong from the region where the applicant applied from, airport transfer in Hong Kong, four nights accommodation on a room-share basis, three meals per day and travel between competition and event venues whilst in Hong Kong.
8. All travel bookings will be made by Redress, who reserves the right to choose the finalists travel options, including in-direct flights and the airline carrier.
9. Redress will not cover personal travel or medical insurance or any costs related to on-going or new medical costs during the competition or during the applicant's visit to Hong Kong.
10. All applicants shall comply and observe the directions given by Redress and shall attend each event arranged by Redress, including but not limited to press interviews, photo sessions with local and international media representatives, online media interviews, workshops, seminars, fashion shows or social engagements.
11. Redress is free to use all works and interviews submitted by the applicant for promotion, marketing and for display purposes without any prior consent from the applicants.
12. Redress owns the copyright of all photos and videos taken of the applicants during the competition and Redress is entitled, without limitation, to use and reproduce these for purposes such as promotion, marketing, obtaining sponsorship and competition organisation. No copyright fees shall be paid to applicant(s).
13. **Redress owns all the finished outfits made by the finalists and shall use these for appropriate educational and promotional uses after the competition, such as exhibitions and fashion shoots. The designer shall always be credited if and when their outfits are displayed following the competition's completion. Redress will not return the outfits to the designers after the competition.**
14. Redress will not be responsible for any damages or loss of work suffered or incurred during the competition.
15. Any applicant who is under investigation, has been charged or who has committed a criminal offense of any kind at any stage before or during The EcoChic Design Award 2014/15 competition will be disqualified.
16. Redress reserves the right to limit, refuse or withdraw any applicant at any stage of the competition if the applicant is found to have violated any of the terms and conditions of entry listed herein.
17. Redress will not assume any liability for any injury, death and/or loss during the competition, including during the applicant's visit to Hong Kong or during their transit from their place of origin.
18. Redress will assume no liability for loss and damage of any kind relating to the applicant's employment or other contracts. Any conflicts arising from the applicant's commitment to The EcoChic Design Award 2014/15 and Redress are solely the responsibility of the applicant.
19. All personal information will be kept confidential, unless with prior agreement with the applicant, and their personal contact details will be used solely for the purposes of The EcoChic Design Award 2014/15 and Redress.
20. Redress is committed to the elimination of all forms of discrimination to ensure that no applicant receives less favorable treatment because of age, colour, disability, sex, marriage and civil partnership, nationality, national or ethnic origin, politics, race, religion or belief.
21. Redress reserves the right to change or cancel the scheduled date(s).
22. Redress reserves the right to change the prize(s) without prior notice.
23. Redress may accept and/or reject any application at its sole discretion.
24. Redress reserves the right to add and change the rules of the competition unilaterally and the applicants shall observe and bind by these rules.
25. If an applicant is found to be in breach of the terms and conditions, the applicant shall indemnify Redress and their affiliates for all its loss and damages, including legal costs.
26. By entering this competition, the applicant declares that all of their details are true and correct. The Chinese version of the terms and conditions of entry is for reference only. In the case of discrepancies, the English version shall prevail over the Chinese version.

Need help with the application form?

Download The EcoChic Design Award 2014/15 Application Form here:
www.ecochicdesignaward.com/application

Here is a step-by-step guide to filling out the application form:

PART 1 (Page 2): ELIGIBILITY

PART 1: ELIGIBILITY

Cross the boxes to confirm you are eligible to enter the competition:

- I am 18 years old or over (as of the application closing date of 15 August 2014)
- I currently live with a valid ID/passport/visa/resident permit in (please only cross ONE box):
 Hong Kong Mainland China Taiwan Singapore Malaysia
 UK France Germany Sweden Denmark
- I am a fashion designer with less than three years' professional fashion design experience, or a fashion design student studying in any year at an educational institute in Hong Kong, Mainland China, Taiwan, Singapore, Malaysia, UK, France, Germany, Sweden and Denmark.

Need help? Please go to page 9 of the application guidelines

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Confirm that you are eligible by crossing the appropriate boxes. For question 2, you should cross the box for the region that you are **currently** living in at the time of the application. You are only permitted to cross one box.

Please refer to the FAQs relating to question “Who can apply?” about your previous professional experience on page 16 if required.

PART 2 (PAGE 3): PERSONAL INFORMATION

PART 2: PERSONAL INFORMATION

First name: Amy	Last name: Chan
First name in Chinese (if applicable): 小美	Last name in Chinese (if applicable): 陳
Sex: <input checked="" type="checkbox"/> Female <input type="checkbox"/> Male	
Date of birth (DD/MM/YYYY): 01/01/1996	Nationality: Hong Kong Chinese
Mobile number : +852 1111 1111 (including international code)	Email address: amy@google.com.hk
Current address (at the time of application): Flat 1, Floor 1, Block 1, One Street, Kowloon, Hong Kong	



Need help? Please go to page 10 of the application guidelines

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Fill in your personal details so that we can contact you.

Insert a recent passport-style photo of yourself in jpg format into the box provided. We will use this photo for promotional purposes on our website if you are selected to go through to the semi-final.

You can insert the photo by going to the menu bar and clicking on 'insert'-'photo'-'picture from file'.

PART 3 (PAGE 4): EDUCATION

PART 3: EDUCATION	
Provide information about your higher education. Cross the boxes as appropriate:	
<input checked="" type="checkbox"/>	I am currently studying a fashion design course
<input type="checkbox"/>	I have a fashion design qualification
<input type="checkbox"/>	I do not have a fashion design qualification
If you have a fashion design qualification, fill in the details below. If you do not have a fashion design qualification, move onto Part 4, page 5 of this application form.	
Name of fashion course currently/previously attended: BA (Hons) Fashion Design	
Period of study From (MM/YYYY): 09/2012 To (MM/YYYY):06/2015	
Name of institute/university: Top Fashion College	
Full address of institute/university: 123 Fashion Street, Causeway Bay, Hong Kong	
Need help? Please go to page 10 of the application guidelines	
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Cross the boxes and fill in the information about your higher education. Include all details if you have more than one educational qualification. Please use the blank pages at the end of the document if required. If you do not have a fashion design qualification, please move on to Part 4, page 5 of the application form.

PART 4 (PAGES 5-6): PROFESSIONAL EXPERIENCE

PART 4: PROFESSIONAL EXPERIENCE	
Fill out information about your relevant professional experience, starting with the most recent experience. We may request your curriculum vitae after your application form is submitted to validate your professional experience by contacting your previous employer.	
1.	
Company name: ABC Fashion Ltd	
Job title: Design Assistant	
Period employed From (MM/YYYY): 06/2013 To (MM/YYYY): 09/2013	
Key responsibilities (max 60 words): <ul style="list-style-type: none">- Sketched in Illustrator- Check specs and prototypes- Hang and steamed samples- Filed and organised trims and samples	
2.	
Company name:	
Job title:	
Period employed From (MM/YYYY): To (MM/YYYY):	
Key responsibilities (max 60 words):	
Need help? Please go to page 11 of the application guidelines	
5	

Fill out information about your relevant professional experience, starting with the most recent experience. At a later stage, you may be required to provide your curriculum vitae and contact details of your previous employer(s) so that we can validate your professional experience. If you require additional pages for your professional experience, use Part 10, page 21-22.

PART 5 (PAGE 7): PORTFOLIO



Insert three photos of your recent, original finished clothing designs (regardless of whether these are sustainable or not) from your portfolio in jpg format into the box provided. These photos are not the same as the competition designs that you will create specifically for the competition.

You can insert the photos by going to the menu bar and clicking on 'insert'-*'photo'*-*'picture from file'*.

Your portfolio is not included in the judging criteria but it will be seen by the judges.

PART 6 (PAGE 8): COMPETITION DESIGNS - MOOD BOARD



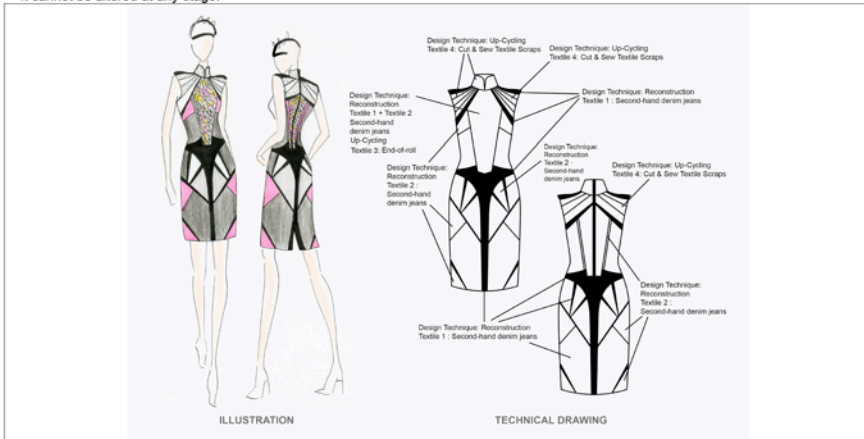
Insert one mood board in jpg format to illustrate the theme, inspiration and colour of your entire competition collection into the box provided. Ensure the image is clear and in best possible quality as judging will be based on these images. If your application is successful, your mood board will be used for promotional purposes.

You can insert the image by going to the menu bar and clicking on 'insert'-*'photo'*-*'picture from file'*.

PART 6 (PAGE 9): COMPETITION DESIGNS - OUTFIT 1

PART 6: COMPETITION DESIGNS

OUTFIT 1 - ARTWORK. Insert artwork, including 1 x illustration and 1 x technical drawing for **OUTFIT 1**. Your technical drawing must clearly indicate how the sustainable design technique(s) is/are being applied to this outfit. For up-cycling and reconstruction designs you must clearly indicate how and where the textile waste is being applied. Once your artwork is submitted, it cannot be altered at any stage.



Need help? Please go to page 12-14 of the application guidelines

Insert the artwork for your designs for Outfit 1 in jpg format into the box provided, including:

- 1 x illustration, showing details and colours of the outfit.
- 1 x technical drawing, clearly indicating how the sustainable design technique(s) is/are being applied to this outfit. For up-cycling and reconstruction designs you must clearly indicate how and where the textile waste is being applied.

Remember, your outfit must cover a model's upper and lower body with garments such as tops, bottoms, dresses, jackets and coats.

Once your artwork is submitted, it cannot be altered at any stage. Please ensure the image(s) are clear and in best possible quality as judging will be based on these images. If your application is successful, the artwork will be used for promotional purposes.

You can insert the image by going to the menu bar and clicking on 'insert'-'photo'-'picture from file'.

PART 6 (PAGE 10): COMPETITION DESIGNS - OUTFIT 1 – TEXTILE SELECTION

PART 6: COMPETITION DESIGNS

OUTFIT 1 – TEXTILE SELECTION. Give details of all textiles used for **OUTFIT 1**, including photo(s) of the original textile(s). For up-cycling and reconstruction designs textile waste must be used.

	TEXTILE 1	TEXTILE 2 (IF APPLICABLE)	TEXTILE 3 (IF APPLICABLE)	TEXTILE 4 (IF APPLICABLE)
SUSTAINABLE TECHNIQUES APPLIED	<input type="checkbox"/> ZERO-WASTE <input type="checkbox"/> UP-CYCLING <input checked="" type="checkbox"/> RECONSTRUCTION	<input type="checkbox"/> ZERO-WASTE <input type="checkbox"/> UP-CYCLING <input checked="" type="checkbox"/> RECONSTRUCTION	<input type="checkbox"/> ZERO-WASTE <input checked="" type="checkbox"/> UP-CYCLING <input type="checkbox"/> RECONSTRUCTION	<input type="checkbox"/> ZERO-WASTE <input checked="" type="checkbox"/> UP-CYCLING <input type="checkbox"/> RECONSTRUCTION
TEXTILE USED (CROSS ONE BOX ONLY PER TEXTILE)	<input type="checkbox"/> NON-TEXTILE WASTE (applicable to zero-waste only) <input type="checkbox"/> DAMAGED TEXTILES <input type="checkbox"/> END-OF-ROLLS <input type="checkbox"/> CUT-AND-SEW <input type="checkbox"/> TEXTILE SWATCHES <input type="checkbox"/> SAMPLING YARDAGE <input type="checkbox"/> SECONDHAND TEXTILES <input type="checkbox"/> CLOTHING SAMPLES <input type="checkbox"/> UNSOLD CLOTHING WASTE <input checked="" type="checkbox"/> SECONDHAND CLOTHING	<input type="checkbox"/> NON-TEXTILE WASTE (applicable to zero-waste only) <input type="checkbox"/> DAMAGED TEXTILES <input type="checkbox"/> END-OF-ROLLS <input type="checkbox"/> CUT-AND-SEW <input type="checkbox"/> TEXTILE SWATCHES <input type="checkbox"/> SAMPLING YARDAGE <input type="checkbox"/> SECONDHAND TEXTILES <input type="checkbox"/> CLOTHING SAMPLES <input type="checkbox"/> UNSOLD CLOTHING WASTE <input checked="" type="checkbox"/> SECONDHAND CLOTHING	<input type="checkbox"/> NON-TEXTILE WASTE (applicable to zero-waste only) <input type="checkbox"/> DAMAGED TEXTILES <input checked="" type="checkbox"/> END-OF-ROLLS <input type="checkbox"/> CUT-AND-SEW <input type="checkbox"/> TEXTILE SWATCHES <input type="checkbox"/> SAMPLING YARDAGE <input type="checkbox"/> SECONDHAND TEXTILES <input type="checkbox"/> CLOTHING SAMPLES <input type="checkbox"/> UNSOLD CLOTHING WASTE <input type="checkbox"/> SECONDHAND CLOTHING	<input type="checkbox"/> NON-TEXTILE WASTE (applicable to zero-waste only) <input type="checkbox"/> DAMAGED TEXTILES <input type="checkbox"/> END-OF-ROLLS <input checked="" type="checkbox"/> CUT-AND-SEW <input type="checkbox"/> TEXTILE SWATCHES <input type="checkbox"/> SAMPLING YARDAGE <input type="checkbox"/> SECONDHAND TEXTILES <input type="checkbox"/> CLOTHING SAMPLES <input type="checkbox"/> UNSOLD CLOTHING WASTE <input type="checkbox"/> SECONDHAND CLOTHING
TYPE OF TEXTILE	Denim	Denim	Twill	Jersey
TYPE OF FIBRE	100% Cotton	95% Cotton 5% Spandex	100% Cotton	100% Cotton
SOURCE OF TEXTILE	My old jeans	Given by a friend	Bought in Sham Shui Po (market for leftover stock fabrics)	Leftovers from my previous projects
PHOTO OF TEXTILES				

If you require additional pages, use part 10, page 21-22.

Need help? Please go to page 12-14 of the application guidelines

Cross the box relating to the sustainable design technique(s) you used for Outfit 1. If you used more than one sustainable design technique for Outfit 1 you can cross more than one box, provided that the same textile is used.

Then provide details of the type of textile(s) you used for Outfit 1. If you created a zero-waste outfit, you can use any type of textiles, whether waste or non-waste, with a preference shown for sustainable textiles. If you created an up-cycling or reconstruction outfit, you must use textile waste.

Please cross the most appropriate type of textile waste from the boxes available from:

- Damaged textiles
- End-of-rolls
- Cut-and-sew
- Textile swatches
- Sampling yardage
- Secondhand textiles
- Clothing samples
- Unsold clothing waste
- Secondhand clothing

Please describe the type of textile used, e.g. cotton jersey, denim or chiffon and type of fibre, e.g. 100% cotton, 100% polyester, 65% acrylic and 35% wool. Describe the source of the waste, e.g. 'given by a friend' or 'bought in Sham Shui Po, Hong Kong (market sells leftover stock fabrics)'.

Then insert a photo of the original, uncut and unaltered textile waste in jpg format into the box provided. Ensure the image is clear and in best possible quality as judging will be based on these images. If you used more than one type of textile for Outfit 1, then fill out Textile 2, Textile 3 and/or Textile 4 columns. If you used more than four textiles for Outfit 1, use the additional pages in Part 10, page 21-22 of the application form.

You can insert the image by going to the menu bar and clicking on 'insert'-'photo'-'picture from file'.

PART 6 (PAGE 11): COMPETITION DESIGNS - OUTFIT 1 – ZERO-WASTE PATTERN

PART 6: COMPETITION DESIGNS

OUTFIT 1 – ZERO-WASTE PATTERN. This page is only applicable if you used the zero-waste pattern cutting or draping technique. Insert your pattern(s) in the box below and clearly state which part of the outfit the pattern is for. Also provide the exact measurement of the textile(s) in cm.

Which part of the outfit is this pattern is for?	Exact measurement of textile used: (in cm)
Dress	140cm width x 110cm length

If you require additional pages, use Part 10, page 21-22.

Need help? Please go to page 12-14 of the application guidelines

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This page is only applicable if you used the zero-waste pattern cutting or draping technique. If you knitted, you do not need to fill out any information on this page and you can go straight to Part 6 on page 13. Insert your pattern(s) in jpg format into the box provided. Clearly state which part of the outfit the pattern is for. Provide the exact measurements of the textile used in centimetres, e.g. 140cm width x 110cm length.

If you require additional pages, use Part 10, page 21-22 of the application form.

PART 6 (PAGE 12-14): COMPETITION DESIGNS- OUTFIT 2

Please follow the guidelines for Outfit 1 on page 12-14.

PART 6 (PAGE 15-17): COMPETITION DESIGNS- OUTFIT 3

Please follow the guidelines for Outfit 1 on page 12-14.

PART 7 (PAGE 18): STATEMENTS

PART 7: STATEMENTS

1. What is the concept and inspiration behind your collection? (Max 100 words)

2. What does sustainable fashion mean to you and why do you want to be a sustainable fashion designer? (Max 100 words)

3. Why do you deserve a place in the Final? (Max 100 words)

Need help? Please go to page 14 of the application guidelines

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Please let us know more about yourself and your collection by:

1. Writing a short description of the inspiration behind your collection (less than 100 words). It is important to be clear about the theme of the collection and how the sustainable design techniques are applied.
2. Writing a short description of what sustainable fashion design means to you and why you want to be a sustainable fashion designer (less than 100 words). This is an opportunity for you to convince the judges that you have the passion and perseverance to change the fashion industry.
3. Writing a short description about why you deserve a place in the Final (less than 100 words). This is an opportunity for you to convince the judges that you have that 'special something' that will make you the winner.

Please note that your statements may be used on the website and in promotional materials.

PART 8 (PAGE 19): CONFIRMATION

PART 8: CONFIRMATION

Confirm that all the information you have entered in this application form is correct and original by crossing both boxes.

I certify that all of the information submitted in this application form is true and is my own original work that has not been seen in public previously.

I certify that I have read the terms and conditions of entry.
www.ecochicdesignaward.com/terms-conditions

Amy Chan	01/05/2014
<small>PRINT NAME (No signature is required)</small>	<small>DATE (DD/MM/YYYY)</small>

Need help? Please go to page 15 of the application guidelines

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Please confirm that all the information you have entered in the application form is correct and original by crossing both boxes. Please enter your name (no signature is required) and date as confirmation.

PART 9 (PAGE 20): SUBMISSION

PART 9: SUBMISSION

Submit your application form by converting this word document into a pdf (maximum file size of 10MB) and by emailing it to your local contact:

For Hong Kong, Mainland China, Taiwan, Singapore and Malaysia
asia@eco chicdesignaward.com

For UK, France, Germany, Sweden and Denmark
europe@eco chicdesignaward.com

Please note that you will NOT be able to amend your application form including your artwork and textile selection once it is submitted.

Need help? Please go to page 15 of the application guidelines

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To submit your application, you must convert the application form, which is in word document, into pdf format. To convert the word document file to pdf go to *'file' - 'save as' - 'format' - 'pdf' - 'save'*. Your application form must not exceed 10MB. To reduce the file size, go to *'file' - 'reduce file size' - 'picture quality' - 'best for viewing on screen (150ppi)' - 'ok'*.

You must submit your pdf form before **Friday 15 August 2014 at 11.59pm** (local time in your region) by emailing your completed application form to your specific region's email contact:

For Hong Kong, Mainland China, Taiwan, Singapore and Malaysia
asia@eco chicdesignaward.com

For United Kingdom, France, Germany, Sweden and Denmark
europe@eco chicdesignaward.com

Please note that Redress will not be responsible for any loss of work or failed applications, throughout the submission process due to incorrect file sizes or missing information. No extra time allowance will be given for incomplete or incorrect applications. **Once an application form is submitted, it cannot be altered, including your artwork and textile selection, at any stage.**

PART 10 (PAGE 21-22): ADDITIONAL INFORMATION

These additional empty boxes are for you to provide any further information if required. This may be additional professional experience, additional patterns, designs or textiles. Clearly state what question your additional information refers to ensure that it is judged correctly.

FAQ

What is sustainable fashion design?

Sustainable fashion design is the philosophy of designing fashion to comply with the principles of economic, social and environmental sustainability along a product's lifespan.

What are sustainable design techniques?

The practical application varies among disciplines and there are various types of sustainable design. The EcoChic Design Award focuses on the following:

- Zero-waste: a design technique that eliminates textile waste at the design stage.
- Up-cycling: the recycling of a material into a product of **higher** quality.
- Reconstruction: the process of making new clothes from previously worn outfits or preformed products.

Learn more about these three sustainable design techniques at www.ecochicdesignaward.com/learn.

Who can apply?

The EcoChic Design Award 2014/15 is for emerging fashion designers aged 18 years old or above (as of the application closing date on 15 August 2014). Applicants may be newly established designers with less than three years' professional experience or be fashion students in any year at a university or institute. The competition is open to applicants currently living with a valid ID/passport/visa/resident permit in Hong Kong, Mainland China, Taiwan, Singapore, Malaysia, UK, France, Germany, Sweden and Denmark.

What are the prizes?

1st Prize: The EcoChic Design Award 2014/15 with Shanghai Tang

You will design your own capsule collection using up-cycled textiles for Shanghai Tang, China's leading luxury brand that prides itself as the curator of modern Chinese chic. Following your competition victory, you will return to Hong Kong for up to three months during which your design vision and cultural experiences will be expanded, along with your fame. You will work alongside Shanghai Tang's creative team on your own named capsule collection whilst living for three months in one of the world's most dynamic cities. You will have firsthand experience on the production process of Shanghai Tang, which will make your capsule collection come to life. Being in the headquarters of an internationally renowned brand, you will also have the opportunity to witness behind-the-scenes action on all the marketing preparation before a collection is launched. All the while, you will develop your own real-life interpretation and memories of 'Modern Chinese Chic' to take home with you as you wait for your capsule collection to hit select Shanghai Tang stores and online around the world.

Beyond this, you will make history as being the first emerging fashion designer to work with China's most respected luxury brand on your own named up-cycled capsule collection. Your career – and your life – will never be the same again.

2nd Prize: The EcoChic Design Award 2014/15 with The Langham, Hong Kong

You will design textile waste-reducing staff uniforms for Hong Kong's legendary five star hotel, The Langham, Hong Kong, for their deliciously loved and prestigiously attended Chinese restaurant, *T'ang Court*. The hotel's two star Michelin restaurant has racked up numerous awards, including being listed as one of the world's Top Ten Hotel Restaurants, and has provided fine Cantonese dining for influential guests from around the world for over 20 years in an ambience saluting China's golden age, the Tang Dynasty.

Following your award victory, you will work remotely with the hotel's team, who you will get to know during your five-night stay at the award-winning hotel during your Grand Final week in Hong Kong. You will inject your own interpretations of 'Modern China Chic' into the restaurant's female and male eight-style staff uniforms to provide a new reflection that contains the essence of the Tang Dynasty re-interpreted in today's modern Chinese arena. Like the hotel's mission, your sustainable uniform design will be 'Always in Style' and you will creatively inject your own fashion-feel into your designs, turning the restaurant into a runway. This paid for design prize will furnish you with a first-hand and five star uniform design experience that will put your sustainable design creativity center-stage at fine dining tables for years to come.

Special Prize: The EcoChic Design Award 2014/15 in partnership with John Hardy

You will earn yourself an enlightening educational trip with the international renowned Sustainable Luxury™ jewelry brand, John Hardy, in Bali, Indonesia to learn how the brand puts environmental accountability, social responsibility and culture preservation into action... From the brand's creative director to their skilled artisans, John Hardy's team will welcome you to the heart of their design and production workshop, which is set against a backdrop of lush paddy fields and bamboo. From here, they will take you from their design drawing board to their production lines where you will witness how the brand incorporates environmental and social sustainability into the core of their design, production and business philosophies. You'll witness how the company creates beautiful works of art with reclaimed gold and silver, builds their facilities with natural materials; how they engage in local communal efforts to enrich the broader community to protect the environment, all whilst running a profitable, globally present and relevant brand.

This is a special prize because to win these rewards, which will give you a life-changing appreciation of holistic business practices, you will need to impress just one judge, John Hardy's CEO, Damien Dernoncourt, with your polished business brains that complement your design details. This prize will leave a powerful stamp on your sustainability DNA, as well as in your passport.

Plus, **all ten finalists and all 30 semi-finalists** will win educational and career-enhancing prizes. More information about all of the career-changing prizes can be found here: www.ecochicdesignaward.com/the-prize

Who are the local and international judges?

Local judges: There is one local judging panel, formed of three judges representing design, retail and media in each of the ten regions. This panel of local judges will assess the open applications from their region to select the 30 semi-finalists. The local judges will not be involved in the direct selection of the finalists or the winner(s). Read about the local judges here: www.ecochicdesignaward.com/judges-201415.

International judges: There is one international judging panel formed of five judges who will judge the 30 semi-finalists to select the ten finalists. The same international judging panel will judge the Grand Final fashion show to determine the winner(s).

Read about the international judges here: www.ecochicdesignaward.com/judges-201415.

What is the judging schedule?

The open application judging will take place from 16 August 2014 to determine the 30 semi-finalists, who will be announced on 2 September 2014 on the www.ecochicdesignaward.com.

The semi-final judging will take place from 3 September 2014 to determine the ten finalists, who will be announced on 15 September 2014 on the www.ecochicdesignaward.com.

The Final judging will take place at Hong Kong Fashion Week in mid January 2015 to determine the winners and the results will be announced live on the runway.

What is the judging criteria?

The designs will be scored in **three** categories (in the open application and semi-final) and **four** categories (in the Final) each with **equal weighting** according to i) creativity and originality, ii) sustainability, iii) marketability and iv) workmanship (Final only).

How can I apply?

Applicants must submit The EcoChic Design Award 2014/15 Application Form online before Friday 15 August 2014 at 11.59pm (local time in your region) by emailing their application form to their region's email address, either asia@ecochicdesignaward.com or europa@ecochicdesignaward.com.

Can I apply if I'm a foreigner living in one of the ten regions?

Yes, anyone who meets the application criteria and who **currently** lives in one of the regions can apply. For example, if you are an American citizen studying or living in France then you are eligible to apply from France. If you are a French citizen but currently living in USA then you are not eligible to apply.

Where do I apply if I'm a foreigner living in one of the ten regions?

Applicants should apply from the country in which they are **currently** living. For example, if you are a Chinese citizen living and studying in the UK, then you should submit your application from the UK.

Can I apply if I'm self-taught and have no formal fashion design training and/or professional fashion design experience?

Yes, as long as the application criteria are met and you are over 18 years old and have less than three years' full time, part time or freelance professional experience.

Can I apply if I have five years' part time experience working in fashion design?

No, you cannot apply. Only applicants with less than three years' professional experience can apply - whether the experience is full time, part time, freelance or whether you had a career gap. Applicants may be required to submit their curriculum vitae.

Do I need to make my own garments?

Yes, finalists are required to sew their own garments themselves. Marks will be awarded for workmanship in the Final.

Can I apply for the 2014/15 cycle if I have already participated in a previous competition cycle?

Yes, applicants, semi-finalists and finalists from previous competition cycles may enter the 2014/15 competition again if they are still eligible to apply.

Can I apply more than once within the 2014/15 competition cycle?

No, you may only apply once per competition cycle. You cannot submit two different applications forms for the 2014/15 competition.

Who do I contact if I have questions about my application?

Please email your local region's email contact from where you are planning to submit your application.

For Hong Kong, Mainland China, Taiwan, Singapore and Malaysia:
asia@ecochicdesignaward.com

For UK, France, Germany, Sweden and Denmark:
europe@ecochicdesignaward.com

If your enquiry cannot be answered by email, then a telephone or Skype call may be arranged if needed.

Does it cost anything to enter the competition?

There is no fee to enter this competition. The finalists will have to pay for their own materials/textiles/trims and allocate their own personal time to produce their competition collection. Redress will pay for the shipping of outfits to Hong Kong, the fashion shoot, the travel and accommodation of the finalists' visit to Hong Kong and all costs related to the Grand Final fashion show and exhibition(s).

Can I select my own models, hair and makeup and music for the Grand Final fashion show?

No. Redress determines all the creative input for the Grand Final, including styling, makeup, hair, models, music, photography and filming.

Can I provide my own show shoes for the Grand Final fashion show?

Yes. The ten finalists are expected to supply their own show shoes for their entire six outfit collection when they come to the Grand Final in Hong Kong. Finalists need to supply six pairs of European show shoes at size 39 and 40. In the event that the finalists cannot supply their own show shoes, Redress will provide a limited selection of shoes. Shoes are part of the show presentation but are not for judging and a preference for sustainably made shoes is shown.

Can I accessorize my outfits at the Grand Final fashion show?

Yes if you wish to. Accessories are optional and the same competition design requirement applies and they will be included for judging. Redress reserves the right to determine if submitted accessories are to be used in the Grand Final fashion show and no hair piece will be accepted. All accessories are expected to arrive together with the outfits by 25 November 2014.

What will happen to my six outfit designs after the competition?

Redress will keep all finalists' entire six outfit collections for further educational and promotional activities after the competition. The finalists' competition collections will not be returned to you. The designer shall always be credited if and when their outfits are displayed following the competition's completion.

What is The Redress Forum?

The Redress Forum is a two-day educational event in Hong Kong consisting of workshops, seminar, panel discussions and site visits to enhance emerging designers' knowledge of sustainable fashion design. All finalists will attend the Redress Forum in mid January 2015 and selected activities will be open to the public.

Who organises the fashion shoot?

Redress will organise a fashion shoot in Hong Kong in December 2014. Redress' stylists will determine all styling.

How will I know if I'm not selected?

For the open application, we regret that we cannot inform all applicants personally if they have not been selected. You are asked to check the www.ecochicdesignaward.com for the semi-final announcement on 2 September 2014. For the semi-final, we will personally email all unsuccessful semi-finalists. For the final, all finalists will know the competition results immediately after the Grand Final fashion show.

What happens if someone drops out or is disqualified?

In the event that a successful applicant drops out or is disqualified for whatever reason, Redress will contact the next runner-up from the same region in order to replace them.

Who are the organisers?

The EcoChic Design Award was developed and is organised by Redress. Redress is an NGO with a mission to promote environmental sustainability in the fashion industry by reducing textile waste, pollution, water and energy consumption. They achieve this via educational sustainable fashion shows, exhibitions, competitions, seminars, research and by their recycled textile clothing standard. Their unique profile allows them to collaborate with a wide range of stakeholders, including multiple fashion designers, textile and garment

manufacturers, retailers, schools and universities, multilateral organisations, governments, NGOs, financial institutions and media organisations.

Who are the key partners of The EcoChic Design Award?

The EcoChic Design Award's major sponsors are Create Hong Kong, In addition, the competition relies on a strong network of supporting organisations, including universities and fashion organisations in Hong Kong, Mainland China, Taiwan, Singapore, Malaysia, UK, France, Germany, Sweden and Denmark. See a list of all the partners here: www.ecochicdesignaward.com/partners-2013-2.

Shanghai Tang's prize FAQs

If I win, will I have to leave my current job?

It is not a requirement that you leave your current work commitments or job as part of the winning prize. Therefore, this will depend on each of your particular current job circumstances and employee expectations. It is required that the winner comes back to Hong Kong for a minimum of three months, which must commence any time between March 2015 and August 2015. Your time in Hong Kong for your design period is required to be full-time and for three consecutive months and only one return flight from your home-country will be provided.

If I win, will I need to travel as part of my winning prize?

Yes, you will need to come back to Hong Kong to design your winning capsule collection for Shanghai Tang. You may need to travel to China to visit Shanghai Tang's production facilities and so you must be eligible to enter Hong Kong and Mainland China.

If I win, will I need to pay for my return trip to Hong Kong?

No, all of your travel, accommodation and basic living costs will be covered by Shanghai Tang. This will include one economy return flight from your home-country (the country where you applied from during the competition's open application) to Hong Kong. You will stay in your own, paid-for small flat in Hong Kong and have an additional monthly living allowance of HKD10,000, all of which will be covered by Shanghai Tang. Any other travel costs as part of the winning prize, as determined by Shanghai Tang, will also be covered by Shanghai Tang.

If I win, will my name appear on the resulting capsule collection?

Yes, your name (but not your brand, if you have one) will appear on your capsule collection's hangtag and as part of Shanghai Tang's marketing of your collection. It will appear "[winner's name] for Shanghai Tang". You will also see your name, biography and design concept on Shanghai Tang's website and on their social media platforms at the retail launch.

Will I earn any money from the sale of the resulting capsule collection?

No, you will not earn any money from the sales of the capsule collection. This is because your travel and accommodation and the capsule collections' production and marketing costs for the capsule collection will be covered by Shanghai Tang. Instead, this design opportunity is intended to support your career development.

If I win, will I need to attend any collection or press launches when my capsule collection retails?

It is unlikely that you will need to travel again. However, it is not yet confirmed whether there will be a press conference to launch your capsule collection. In the event that there is a press conference, you may be invited to attend and your costs will be covered in this instance.

If I win, will I own the Intellectual Property Rights for my capsule collection?

No, you will not own the Intellectual Property Rights for the capsule collection that you design because the design was done under the guidance and DNA of Shanghai Tang's creative team and the production costs will be fully covered for by Shanghai Tang.

If I win, who has the final decisions about the capsule collection?

Shanghai Tang will have all final decisions on all aspects of the capsule collection. Although your winning prize is a design collaboration, all decisions about the creative, design, marketing and business operations will be with Shanghai Tang's representatives.

Will Redress be involved when I design for Shanghai Tang?

No, Redress will not have any involvement in your direct design collaboration with Shanghai Tang. Redress will support wherever needed but Redress has no responsibility for the design or delivery of your winning capsule collection.

The Langham, Hong Kong's prize FAQs

If I win, will I have to leave my current job?

It is not a requirement that you leave your current work commitments as part of this winning prize because you will be able to work at flexible times to suit your current work commitments, provided that you can make the pre-agreed schedule with The Langham, Hong Kong.

If I win, will I need to travel as part of my winning prize?

No, it is highly unlikely that you will need to come back to Hong Kong to design your winning uniforms for The Langham, Hong Kong as the design stage can be done remotely.

What will the uniform's design brief be?

You will create a textile waste-reducing eight-style staff uniforms for men and women with elements of one or more of the sustainable design techniques zero-waste, up-cycling or reconstruction. The Langham, Hong Kong will give you a brief based on the needs of their staff and creative direction of the T'ang Court restaurant and together you will select the most appropriate fabrics.

If I win, will I be remunerated for my designs?

Yes, you will be remunerated by The Langham, Hong Kong for your design time with HKD25,000. At the discretion of The Langham, Hong Kong, any expenses, with receipts and invoices as supporting documents, during your uniform design will also be covered.

If I win, will my name appear on the resulting uniform and will I be credited as the designer?

No your name will not appear on the uniform label since this is a not for sale uniform range. You will be widely credited as the uniform designer on The Langham, Hong Kong's social media, launch press release and menu insert for one month, for example.

If I win, will I own the Intellectual Property Rights for the uniform?

No, you will not own the Intellectual Property Rights for the uniform that you design because you will be paid to do the design and the production costs will be fully covered for by The Langham, Hong Kong. The Langham, Hong Kong will own the Intellectual Property Rights of the winning uniform design.

If I win, who has the final decisions about the uniform?

The Langham, Hong Kong will have all final and conclusive decisions on all aspects of the uniform design, selection and production.

Will Redress be involved when I design for The Langham, Hong Kong?

No, Redress will not have any involvement in your direct design collaboration with The Langham, Hong Kong. Redress will support wherever needed but Redress has no responsibility for the design or delivery of your winning uniform.

John Hardy's prize FAQs

Who picks the winner?

This special prize winner will be selected by John Hardy's CEO, Damien Dernoncourt, who will assess the finalists during their pre-judging session whilst in Hong Kong in the Grand Final week.

If I win, when will I go?

You will be invited to visit Bali anytime between March 2015 to end August 2015. If under extenuating circumstances you can't attend between these dates, you may discuss other date options with John Hardy.

If I win, what happens if I can't go?

In the event that the winner cannot go to Bali for their prize, John Hardy's representatives will select their preferred runner-up as a replacement.

If I win, what happens if I have relocated to another country?

In the event that you have moved to a different country following your application, your flights will be covered from the country submitted in your application.

If I win, can I go with a friend?

You may wish to travel with a friend and provided that you are available for your entire schedule with John Hardy, then this is permitted. Unfortunately, your friend will not join your educational trip with John Hardy. No additional funds will be allocated, including hotel, transport and food, for your friend.

If I win, can I stay longer or arrive earlier?

Yes, you are welcome to enjoy Bali for longer, either before or after your educational prize, provided that this does not affect your educational schedule with John Hardy. However, no additional costs associated with an extended stay will be provided, including any possible higher flight costs, hotel and transportation costs.

If I win, will I need to pay anything for the Bali trip?

No, John Hardy will pay for all of your basic expenses for the trip. This will include one economy round trip flight from your home-country (the country where you applied from during the competition's open application), your in-bound visa costs and your single hotel room for 4 days. All transportation from the airport and during your official schedule, three meals and non-alcoholic drinks will be covered during your four-day educational trip with John Hardy. Any additional money that you require for personal needs, including travel and health insurance, will not be covered.

If I win, what will my four-day educational trip include?

You will have a planned four-day educational schedule with John Hardy that will include various design, cultural and environmentally-focused activities devised to give you a holistic introduction and vision about the key sustainably foundations on which John Hardy bases their business philosophy on. The exact schedule will be detailed nearer the time.

If I win, what do I need to write during and after my trip?

You will be asked to write your personal reflections during and after your trip in English or Chinese. This will include a daily update for use on The EcoChic Design Award's social media platforms and a trip summary of your experiences.

If I win, will Redress be involved when I visit John Hardy as part of my prize?

No, Redress will not be involved in your educational trip. Redress will support wherever needed but Redress has no responsibility for the delivery of your winning trip.

If I win, does it matter if I can't speak English?

It is preferable that you can speak English, but this is not a requirement. If you can't speak English, then a translator may be provided for your particular language.

More questions?

We hope this has answered your questions. To learn more about sustainable fashion design and the competition visit www.ecochicdesignaward.com and check out our video tutorials, reading materials and inspiring links.

For further information about Redress, please visit www.redress.com.hk.

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