



2016 FAD Competition

Guidelines

About FAD:

FAD is a creative charity which nurtures innovative young talent and supports young people in their progression to the fashion industry. Find out more at www.fad.org.uk

About the FAD Competition:

Described by Vogue.com as an “undeniable springboard”, the FAD Competition has been running since 2000 - inspiring, supporting and promoting young designers at the earliest stage in their careers.

In partnership with Fashion Scout, the FAD Competition highlights undergraduate talent, as part of a unique catwalk showcase during February London Fashion Week.

Past FAD Competition participants have successfully progressed into work at companies including Hussein Chalayan, Burberry, Aquascutum, ASOS, Coast and All Saints. Many continue to work with FAD through our Volunteering & Mentoring scheme, where their practical skills and experience help other young people to succeed

The FAD Ethos:

The ethos that underpins all FAD’s initiatives is to integrate art and culture into fashion - our challenging briefs are designed to stretch young people’s imaginations and inspire a meaningful and intelligent creative process. We promote original design and individual expression and we believe that the person should always be at the centre of fashion design: clothes should both enhance and respect the wearer.

Summary of 2016 Competition deadlines:	
Friday 23 rd October 2015	Registration of institution by tutor
Wednesday 25 th November 2015, 5pm	Submission of initial entries
Friday 4 th December 2015	Entrants selected as finalists will be informed
Friday 29 th January 2016, 5pm	Submission of finalists’ entries

1. Eligibility

- a. The FAD Competition is open to final year FdA, 2nd or 3rd year BA, and MA students, who are studying Fashion or a related subject at a UK Higher Education Institution.

- b. Each institution is permitted a maximum of three entries from undergraduate courses and three from postgraduate courses.
- c. Tutors should register their institution with FAD using the registration form provided, and students should enter the Competition through their tutor. FAD will accept registration from individuals only where their university is not registered as an institution.
- d. Students who have previously taken part in FAD Fashion Futures programmes may send their entries directly to FAD. These entries are in addition to each institution's quota of three entries and will be considered equally alongside other entries received.

2. Collaborations

FAD welcomes collaborations between two students of *different* disciplines (e.g. Fashion Design & Photography; Fashion Design & Textiles, Fashion Design & Product Design). All collaborations must be clearly marked as such.

3. Prizes

All shortlisted finalists will have the opportunity to showcase their designs on the runway at Fashion Scout during London Fashion Week February 2016, in front of an invited audience of press and industry professionals.

Cash prizes:

First prize	£1,000
Two runners-up	£500 each

4. Registration

The deadline for institutions to register their students to take part in the FAD Competition is **Friday 23rd October 2015**.

Tutors should return the registration form included in this pack either by e-mail to joanne@fad.org.uk or by post to Joanne Matthews, FAD, 10a Wellesley Terrace, London N1 7NA.

There is no registration fee.

5. Initial Submissions

The deadline for entries to reach FAD is **Wednesday 25th November 2015, 5pm**. In the interest of fairness to all entrants, late submissions will not be accepted.

Please send entries by post to **FAD, 10a Wellesley Terrace, London N1 7NA**. We regret that entries cannot be returned.

6. Format for Entries

Each entry must include the following five parts:

I. **Digital - On CD or USB.**

Please send your files in the following formats only:

Images - as individual jpegs (300 dpi) or as one continuously scrolling PDF document.

Multimedia files - as MP3 or MP4 files, or upload to a platform such as Sound Cloud, Vimeo or You Tube, including each link as one item of your submission.

a. Research: An edited selection of your research and development (maximum 20 items - images, video or audio files) including:

- a summary of your research: e.g. sketchbook pages, moodboards, photographs
- design development
- evidence of planned construction techniques: e.g. toiling, samples

b. Illustrations: Two creative fashion illustrations (one of each outfit)

II. **On paper:**

c. Two technical drawings (one for each outfit, showing front and back, plus side view and details if necessary) **including fabric swatches.**

d. Title and Written interpretation of mini collection (maximum 200 words)

e. Completed student entry form – included on the final page of this pack.

7. Criteria

Initial entries will be judged according to the following criteria:

- Research into and intelligent interpretation of the brief
- Originality and creativity of the two outfits, which must work together as a 'mini-collection'
- Fabric choice, textiles development if relevant, and evidence of planned construction techniques. Please note that Fashion Scout has a strict no-fur policy: fur is not permitted in any of the catwalk shows, so fur may not be used in entries.
- Adherence to FAD's ethos – your garments should respect and enhance the person who will wear them. In your designs, consider beauty and the comfort and dignity of the wearer. If you have any questions about the FAD ethos, please contact us.

8. Selected Finalists' Submissions

Entrants will be notified if they have been selected as finalists by email, by **Friday 4th December 2015**. Each finalist will be invited to make up their two outfits.

The final deadline for finalists to submit their entries is **Friday 29th January 2016, 5pm**

Each entry must include:

- I. Two completed outfits
- II. 1 A4 fitting sheet per outfit, including
 - Front and back views of your outfits displayed on a mannequin or person
 - An inventory of all the items which make up each look
 - Clear instructions on how to fit your garments

9. Delivery of Finalist's entries

Entries should be sent by hand, courier or registered post to:
FAD, 10a Wellesley Terrace, London N1 7NA.

10. Finalist's Jury Panel

Finalists' entries will be judged anonymously by an independent panel, according to the criteria for initial submissions as well as the following:

- Logical interpretation of previously submitted designs
- Successful use of fabric
- Excellence in construction and finishing

11. Questions and further information

Please feel free to contact Joanne Matthews – joanne@fad.org.uk / 020 7490 3946 – with any queries relating to the brief, guidelines or submissions.

12. Copyright

The copyright of this brief is held by FAD. Colleges are welcome to use the competition brief as part of their curriculum, but should inform FAD if doing so. For further information or any queries please contact Joanne Matthews on 020 7490 3946 or joanne@fad.org.uk

FAD reserves the right to use any part of entries submitted for the purposes of reporting to our funders and project partners and / or FAD publicity, including our online presence, social media and printed publicity.



2016 FAD COMPETITION

College / University Registration Form

Please email to joanne@fad.org.uk

Or send by post to: Joanne Matthews, FAD, 10a Wellesley Terrace, London N1 7NA
by Friday 23rd October 2015

Name of Institution:			
Name of contact for correspondence:			
Job Title:			
Email :			
Phone (including extension):			
Mobile:			
Postal Address:			
Course(s) & year(s) taking part in the competition:			
Are you using the FAD Competition brief as part of your curriculum?	Yes		No



2016 FAD Competition

Student Entry Form

Deadline for entries: **Wednesday 25th November 2014**

Personal data:			
Student name:		Sex:	M F
University / College:		Date of birth:	
Course studied:		Year of study:	
University email:			
Personal email:			
Mobile number:			
University accommodation address:			
Home address (if different):			

Collection title:	
--------------------------	--

Items submitted:	
(Please tick and ensure each item is labelled on the reverse with your name and university.)	
<i>Digital- on CD or USB:</i>	<u>Research:</u> An edited selection of your research and development (a maximum of 10 items - images, video or audio files) including: <ul style="list-style-type: none"> - a summary of your research: e.g. sketchbook pages, moodboards, photographs - design development - evidence of planned construction techniques (toiling, samples)
	<u>Illustrations:</u> Two creative fashion illustrations (one of each outfit)
<i>On paper:</i>	<u>Two technical drawings</u> (one for each outfit, showing front and back) including swatch cards
	<u>Title and Written interpretation</u> of mini collection (max. 200 words)
	<u>Completed student entry form</u>

Please send your files in the following formats only:

Images - as individual jpegs (300 dpi) or as one continuously scrolling PDF document.

Multimedia files - as MP3 or MP4 files, or upload to a platform such as Sound Cloud, Vimeo or You Tube, including each link as one item of your submission.

Submissions should be sent by registered post to: **FAD | 10a Wellesley Terrace | London | N1 7NA**
 If you are delivering by hand, please contact **Joanne** on **020 74903946** or email joanne@fad.org.uk

We regret that entries cannot be returned.