

DESIGN COMPETITION

FASHION ALIVE

ENVIRONMENTALLY AWARE
PRINT DESIGNS

>>FASHION ALIVE 2022

SIGN UP FOR THE FIRST
FASHION DESIGN CONTEST

DEDICATED TO PROMOTING
SUSTAINABLE FASHION

AWARD

€300 +

FASHION ALIVE RUNWAY

19.05.23 // EL ATeneo, Madrid

ORGANIZED BY



**Funded by
the European Union**

PARTNERS



>> ABOUT FASHION ALIVE

“FASHION ALIVE IS A PLATFORM DEDICATED TO THE DEVELOPMENT AND PROMOTION OF ZERO WASTE PATTERNMAKING AND FASHION DESIGN”

It covers the production aspects, through pattern-making and tailoring methods or Zero Waste creativity, and the **design of topographically inspired prints** that communicate the effect of pollution and overuse of resources on the planet.

“FASHION ALIVE IS NOT A CONVENTIONAL RUNWAY SHOW”

It is based on **performance art**, aimed at demonstrating that the Zero Waste Fashion method is at the forefront of fashion, by incorporating a display of models and professional dancers accompanied by a videomapping art installation.

>>GOALS

The main objective is to create a fashion show that demonstrates **the usefulness of prints that graphically represent the importance of being more sustainable**, combined with Zero Waste pattern-making and tailoring techniques.

It is the first fashion show that includes textile designers, pattern makers and couturiers **at the center of sustainable fashion creation**.

Fashion Alive is defined by its mission to **disseminate and diversify sustainable printing and patternmaking methods** that result in original yet commercial garments.

These experimental methods are guided by **an intuitive approach**, establishing new relationships between the body and its vestibilities, **without sacrificing the main functionalities of clothing**.

>>ELEGIBILITY

Applications are open to **professional, amateur and self-taught designers of any age.**

Contestants must be aware of the devastating effects of fast-fashion on our planet, and be willing to contribute to **promoting a more sustainable fashion industry** through print designs aimed at generating awareness on this issue.

>>SCHEDULE

1

ENTRY

Deadline: 20.10.22 - 22.00 hs

2

PROTOTYPING

Deadline: 20.11.22 - 22.00 hs

3

SELECTION

December 2022

4

PRESS CONFERENCE

18.05.23 / El Ateneo, Madrid

FASHION ALIVE RUNWAY SHOW

19.05.23 - 20.00 hs / El Ateneo, Madrid

>>SCHEDULE

1

ENTRY // Deadline: 20.10.22 22.00 hs

DELIVERABLES

[Registration form](#)

Fill in the form with contestant & project information. Email it to creamodite@gmail.com attaching prints designs and inspiration moodboard as well.

SUBMISSION REQUIREMENTS

All designs must follow the contest guidelines: topographic prints that optimize ink consumption. See the contest dossier for more information.

>>>EXAMPLES IN THE NEXT PAGE>>>

The contestant may submit original or previously made prints, as long as they follow the contest guidelines.

Each contestant may submit 1 to 10 designs.

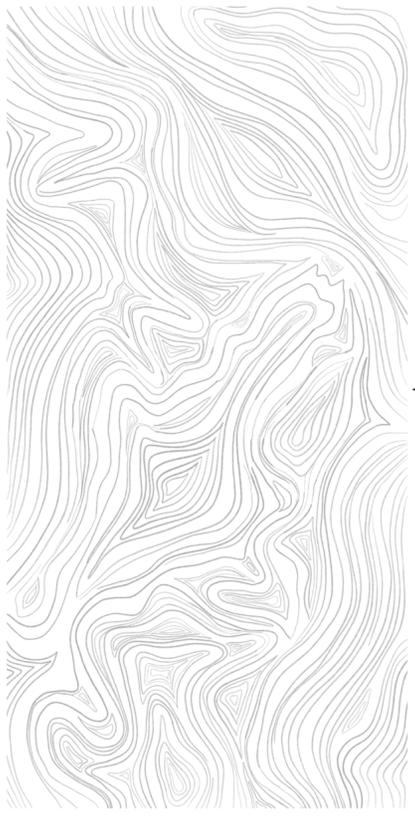
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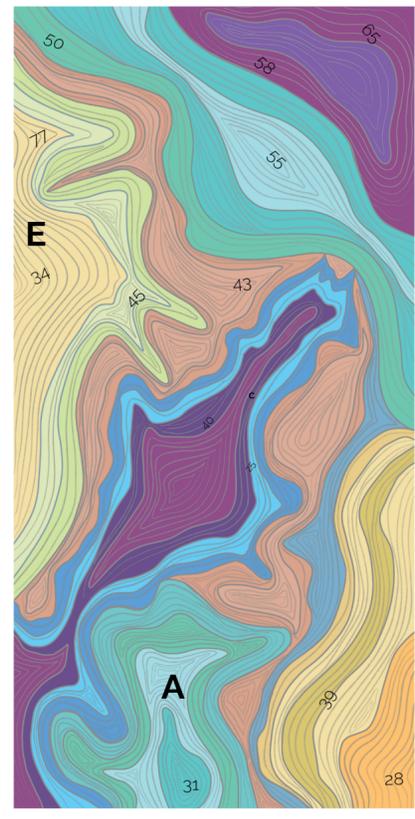
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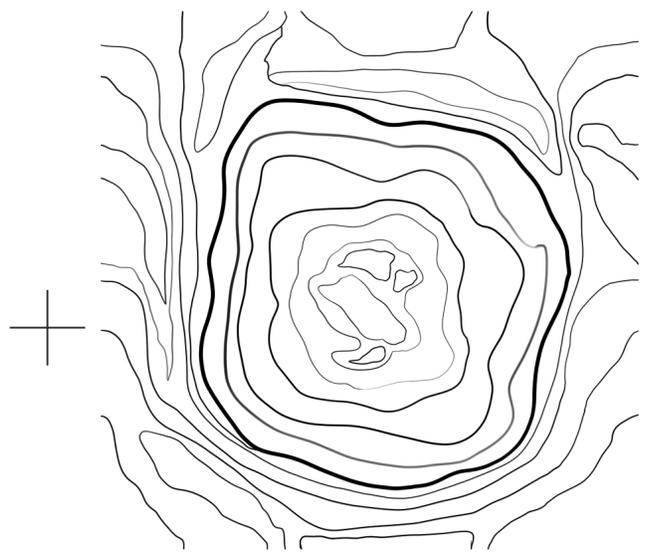
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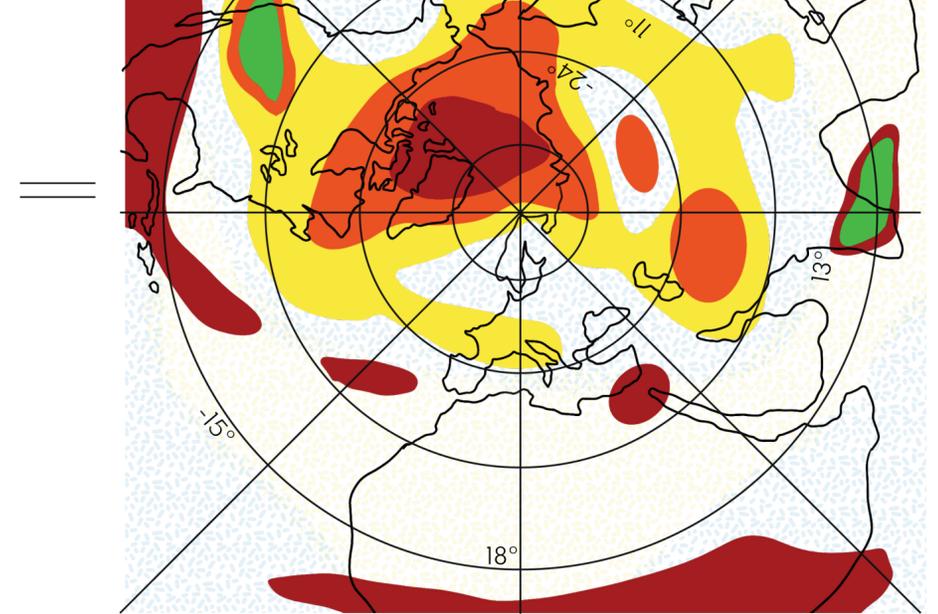
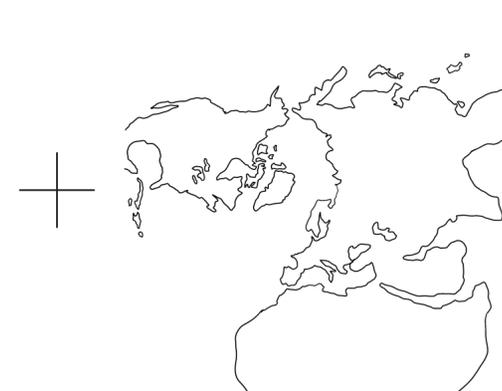
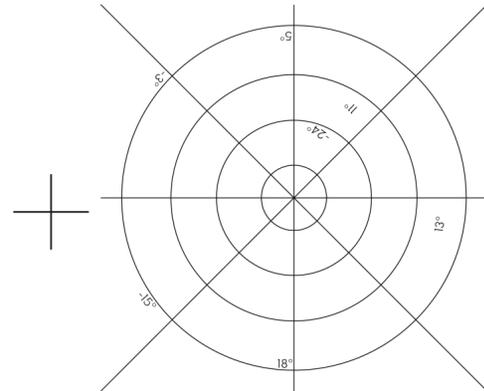
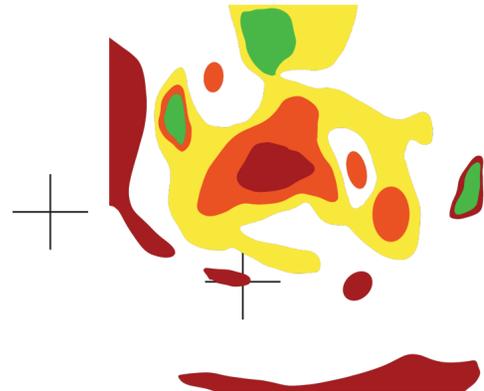
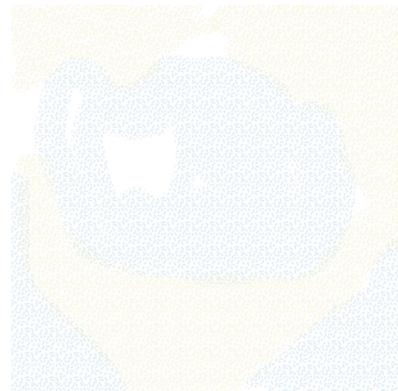


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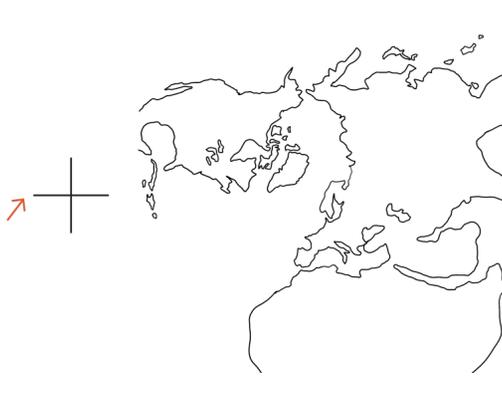
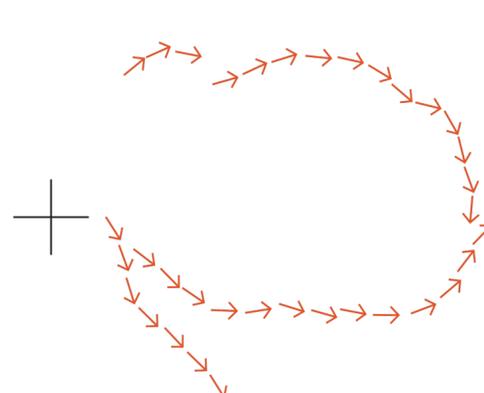
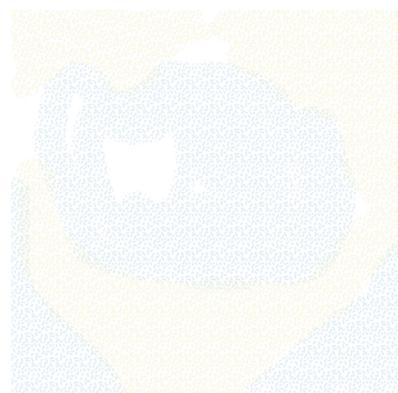


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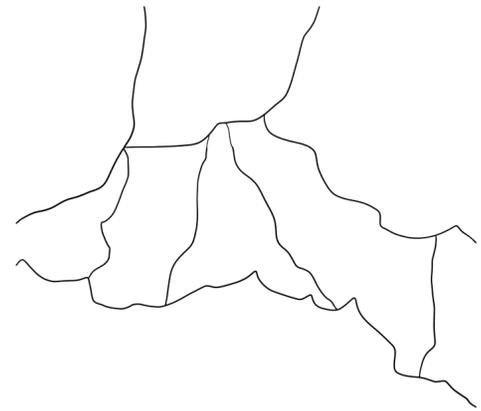
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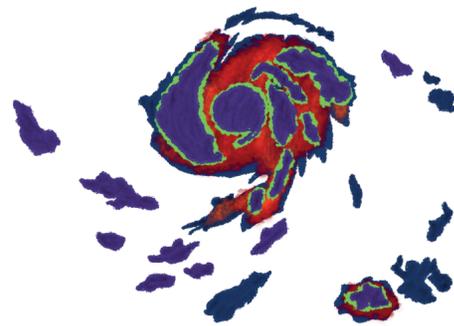
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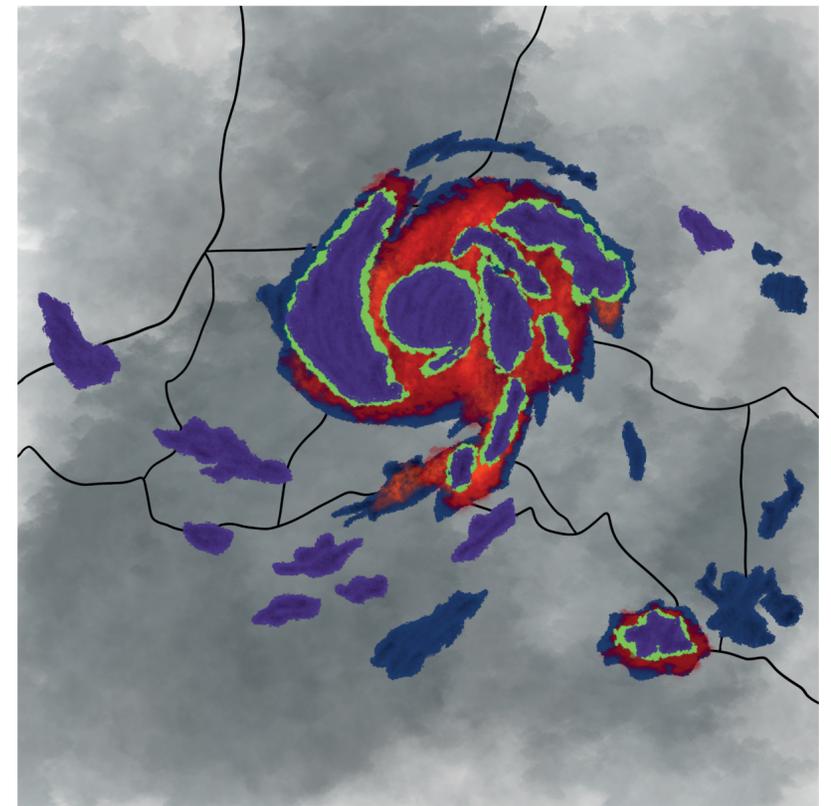
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Opción 1



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Opción 2

>>SCHEDULE

2

PROTOTYPING // Deadline: 20.11.22 22.00 hs

DELIVERABLES

At this stage, contestants must submit printing files previously selected by the jury.

Contestants are expected to send the files to the following email address:
creamodite@gmail.com

SUBMISSION REQUIREMENTS

Format: each print must be submitted in .ai or .psd file 1:1 scale, identifying the different layers that create the final design.

Files must be named according to the following structure:

LASTNAME_FIRSTNAME_N

N= 1, 2, 3 ... depending on the amount of prints selected by the jury.

>>SCHEDULE

3

SELECTION // December 2022

ANNOUNCEMENT OF WINNERS

The winner(s) of the competition will be published on social media and on the Creamodite website during the month of December 2022.

They will also be notified by the competition organisers to the email address indicated on the reigstration form.

4

FASHION ALIVE EVENT

18.05.23 - El Ateneo, Madrid

Press conference

19.05.23 - El Ateneo, Madrid

Fashion Alive Runway Show - 20.00 hs

>>SCHEDULE

EVENT MANAGEMENT

Participation in the Fashion Alive Runway Show is free of cost for the finalists. This includes:

- + Female models and male professional dancers
- + Hair and make up professionals
- + Music, photocall, videomapping installation, sound, lighting, and other equipment necessary for the runway show
- + Fittings
- + Backstage organisation
- + Seating charts
- + Management of special guests, press and media
- + Photobook and runway video

The Fashion Alive organisers and its creative director will be responsible for all decisions regarding models, styling, hair, makeup and music. These will be the same for every contestant and will be chosen in accordance to the theme of the collections or garments submitted.

TICKETS

Each contestant will be granted 4 VIP tickets for their guests.

RUNWAY PROGRAMME

The event will distribute a print programme of the runway show so that contestants and their designs may be identified.

The Fashion Alive organisers will be responsible for selecting one or more garments per contestant to be featured in the runway show, taking into account to the finished qualities of the garment and the contest guidelines.

The runway show will feature a unified aesthetic, for which contestants garments may be styled amongst those of other designers, in order to achieve a homogenous and professional look.

>>TERMS & CONDITIONS

By entering into the Competition organised by Fashion Alive and Creamodite, entrants agree to be bound by the following Terms & Conditions:

1. FINALIST SELECTION

CREAMODITE reserves the right to modify the final date for selecting finalists.

Names of selected finalists may be published in CREAMODITE social and digital media.

All decisions made by CREAMODITE staff are final and not subject to appeal.

2. SELECTION CRITERIA

Originality - **4 points**

Ink consumption optimization - **4 points**

Comprehensive printing documentation preparation - **2 points**

3. COPYRIGHT & AUTHORSHIP

Copyright and authorship of the designs shall remain with the author of the designs.

4. IMAGE RIGHTS

The participant must assign image rights for publicity and promotion of the Fashion Alive event.

5. DATA PROTECTION

The personal data provided by the contestant will be processed by CREAMODITE in its capacity as data controller, for the purpose of managing their participation in the Runway Show as indicated in these rules.

6. AWARD

Selected print designers will be awarded a €300 cash prize, and will obtain 4 VIP tickets to the FASHION ALIVE event in Madrid, and may also participate in FASHION ALIVE events in Italia and Portugal.

CREAMODITE will not cover the costs of tickets, accommodation, hotels and per diems of the selected participant(s).