

DESIGN COMPETITION

FASHION alive

ZERO WASTE FASHION DESIGN
AND PATTERNMAKING

>>FASHION ALIVE 2022

SIGN UP FOR THE FIRST
FASHION DESIGN CONTEST

DEDICATED TO PROMOTING
ZERO WASTE FASHION

FINALISTS WILL TAKE PART IN THE
FASHION ALIVE RUNWAY

19.05.23 // EL ATeneo, Madrid

ORGANIZED BY



FINANCED 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"

Our philosophy is based on the understanding that Zero Waste Fashion requires unlearning and relearning fashion design methods and practises, in order to create **new design paradigms** that minimize waste of precious resources, by way of innovative artistic techniques that propose new means of representation for aesthetic elements and cultural thinking concepts.

"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 hold **a runway show that showcases the usefulness of different patternmaking and construction techniques.**

It is set to become the first show that encompasses **tailors and patternmakers at the center of sustainable fashion creation.**

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

These experiential 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 have knowledge of Zero Waste Fashion design.**

UPCYCLING NOT INCLUDED

>>SCHEDULE

1

ENTRY

Deadline: 20.11.22 - 22.00 hs

2

PROTOTYPING

Deadline: 20.2.23 - 22.00 hs

3

SHIPPING

Deadline: 20.3.23 - 22.00 hs

4

FITTING

TBC. May 2023

5

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: 20.11.22 22.00 hs

DELIVERABLES

[Sign up form](#)

To be filled out with contestant information & project documentation (storyboards & inspiration, sketches, flats, photos, etc)

SUBMISSION REQUIREMENTS

All designs must follow Zero Waste Fashion methods.

Theme and inspiration are free, but the only color accepted is black.

Original and/or previously made designs may be submitted, as long as they follow the established guidelines.

Each contestant must submit a minimum of 1 design and a maximum of 10.

Menswear, womenswear and unisex designs are accepted.
Children's designs are not.

>>SCHEDULE

2

PROTOTYPING // Deadline: 20.2.23 22.00 hs

DELIVERABLES

Contestants will prototype the designs pre-selected by the jury.

Contestants are expected to send photographs of the finished garments via email to the following address:

creamodite@gmail.com

SUBMISSION REQUIREMENTS

Size: 36/XS/S or 38/S/M. Should contestants wish to make garments for larger sizes, they must consult with Fashion Alive organisers so that appropriate models may be procured.

Photographs: JPG format, max. 300KB (each), documenting front, side and back views as well as the garment's inner construction and pertinent details. Photographs must be named according to the following structure:

LASTNAME_NAME_1 for front view
LASTNAME_NAME_2 for left-side view
LASTNAME_NAME_3 for back view
LASTNAME_NAME_4 for right-side view
LASTNAME_NAME_4, 5, 6 for interior and details.

Contestants may submit up to 10 photographs per garment.

>>SCHEDULE

3

SHIPPING // Deadline: 20.3.23 22.00 hs

DELIVERABLES

Contestants must ship the finished garments to the following address:

*Calle de San Valentín, 2
Pelayos de la Presa
Madrid, España.
ZIP code: 28696*

SUBMISSION REQUIREMENTS

Contestants are advised to take into account shipping times in accordance to the deadline set for packages to be received. This includes the fact that international shipments may take up to 10 days to reach their final destination.

Garments should be packaged in a way that guarantees they will reach their final destination in the best condition possible.

All shipping costs and expenses will be payed for by the contestants.

Fashion Alive organisers and Creamodite will not be responsible if any damages or losses should occur in the shipping process.

4

FITTING // TBC. May 2023

Final fitting date is pending confirmation by the contest organization. Contestants will be duly notified at the email address specified in their registration form.

>>SCHEDULE

5

FASHION ALIVE EVENT

18.05.23 - El Ateneo, Madrid

Press conference

19.05.23 - El Ateneo, Madrid

Fashion Alive Runway Show - 20.00 hs

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.

>>SCHEDULE

5

FASHION ALIVE EVENT

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

Patternmaking and construction quality - **8 points**

Creativity - **2 points**

3. COPYRIGHT Y 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 designs will be invited to participate in Fashion Alive Runway Shows, free of charge, at FASHION ALIVE Madrid, Italy and/or Portugal.