

ISKO I-SKOOL® 2016/2017 DENIM DESIGN AWARD RULES



WHAT ISKO I-SKOOL® IS

ISKO I-SKOOL® is the outside-the-box school award that does more than rewarding talented students: it shares knowledge about how concepts are produced and industrialized, while inspiring talent and creativity to take shape in tangible garments.

What's more, the project extends involvement from individual students to teachers and schools, giving them direct contact with market leaders and their expertise, experience and wisdom that they can leverage in their future.

The groundbreaking impact of the project comes from its shared approach: it is sparked by the ISKO® ingredient brand, along with its style division CREATIVE ROOM®, and enriched by contributions from a wide range of players along the value chain.

ISKO I-SKOOL® shapes young talent with two separate contests: **Denim Design Award** and **Marketing Award**.

The Rules published here pertain exclusively to the **Denim Design Award**.

The language chosen for all communications is English! Read all Rules carefully.

DENIM DESIGN AWARD: WHO CAN PARTICIPATE

ISKO I-SKOOL® Denim Design Award is open to college students in their final year of a Fashion Design course (BA or MA), who will graduate in 2017 as Fashion Designers (from now on called "Students").

► SCHOOLS

ISKO I-SKOOL® Team selects a list of schools to collaborate with ("Schools").

Each School must assign a teacher ("Tutor") to mentor the Students throughout the process (see TUTOR'S "TO-DOs" box).

The ISKO I-SKOOL® Team will select at least one Student per school, as long as all application terms, conditions and guidelines have been respected.

► INDEPENDENT STUDENTS

Students outside of partnering Schools can apply to be part of the project.

A maximum of 50 Independent Students will enter the competition and at least 1 Independent Student will be shortlisted to take part in the final phase, as long as all application terms, conditions and guidelines have been respected.

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DENIM DESIGN AWARD: WHO CAN PARTICIPATE

TUTOR'S "TO-DOs"

The Tutor will be the contact person for the ISKO I-SKOOL® Team and his/her Students' point of reference throughout all project phases.

PHASE/1 (page 2)

DECEMBER 2016

- ISKO I-SKOOL® Box will arrive
- Tutor to brief Students directly

PHASE/2 (page 4)

JANUARY TO FEBRUARY 2017

The Tutor will choose max 10 Projects from the School's participants, to be submitted to the ISKO I-SKOOL® Team by Feb 15th 2017.

To help with the selection, from mid-January 2017 to early February 2017 the ISKO I-SKOOL® Team will be available to analyze the Students' Projects together with the Tutor.

PHASE/3-4 (page 4)

END OF FEBRUARY 2017

The Tutor will help and support Students as needed.

S/he will collect and deliver the physical Portfolios to the ISKO I-SKOOL® Team.

PHASE/5 (page 6)

MARCH TO JULY 2017, WITH THE SHORTLISTED STUDENTS, THE TUTOR WILL:

- participate in the Educational Program
- support the Students during the development of the Technical Pack
- attend the Project Handover
- participate in the final Awards Ceremony, July 2017

DENIM DESIGN AWARD: HOW IT WORKS

PHASE/1

CREATIVE DEVELOPMENT

The Students are asked to develop cutting-edge concepts following two main creative directions under the overarching "Genderful" topic as described in the Creative Theme (available on iskooldenim.com):

- **CREATIVE DIRECTION 1: from unisex to multisex**
- **CREATIVE DIRECTION 2: identity beyond gender**

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DENIM DESIGN AWARD: HOW IT WORKS

Students are asked to design **one Outfit for each of the two creative directions**. Participants are free to choose the reference season they prefer. Outfits are described here as a mix between Industry-Driven Denim and Denim Show Pieces (see the highlighted box).

THE OUTFITS

Since ISKO I-SKOOL® main goal is to teach young talents how to develop a design that is industrializable, we ask Students to design and develop outfits that can be marketable. Some important definitions:

INDUSTRY-DRIVEN DENIM means garments designed to be developed industrially, following the complete process from cutting, sewing, stitching to laundry washing.

DENIM SHOW PIECE is a garment or accessory (or more than one) freely created by the Students with ISKO® fabrics. Handmade, custom pieces, artistic finishing, whatever Students desire and can make to complete the Awards Ceremony look, whatever the development process they use. This is the Students' opportunity to unleash their free spirit, room is left for pure creativity as long as denim is used.

The Jury will take both Industry-Driven Denim and Denim Show Pieces into consideration.

Each School will receive an ISKO I-SKOOL® Box containing the Rules, description of the Creative Theme and the Fabrics. These will also be available online on iskooldenim.com. Independent Students will not receive the box: they will be able to access Rules and the Creative Theme on iskooldenim.com and the shortlisted students will come in contact with the fabrics during the Denim Seminar.

1.1/ DELIVERABLES

Features to be developed for **each of the two creative directions**:

- **Creative Inspirational Board**: a board with images that have inspired the Outfit.
- **Storytelling**: a brief description of the student's concept typed in English (300 words maximum), and a name/title for the project.
- **Sketches**: drawings of the Outfits that are being submitted, made up of both Industry-Driven Denim and Denim Show Pieces (see "The outfits" box).
- Simple **black and white sketches**: with technical descriptions.
- Additional personalized materials can be included, but not as a substitute for the above requested documentation.
- **Fabric samples must be included.**

Note: each sheet MUST BE labelled with Student's first and last name, School name, theme's creative direction name and page number. Each sketch shall include complete technical description, colors and fabrics.

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DENIM DESIGN AWARD: HOW IT WORKS

▶ PHASE/2 **PRE-SELECTION**

2.1/ SCHOOLS

Each Tutor will choose max 10 Portfolios from their School's participants to be submitted to the ISKO I-SKOOL® Team by Feb 15th 2017. To help with the selection, from mid-January 2017 to early February 2017, ISKO I-SKOOL® Team will be available to analyze Students' portfolios together with the Tutor.

2.2/ INDEPENDENT STUDENTS

Independent Students must register directly online and submit their Portfolio online and send the printed hard copy to the CREATIVE ROOM offices, together with their completed and signed Entry Form. They will be evaluated by the ISKO I-SKOOL® Team mid February 2017.

SPECIAL PROJECTS (see page 8)

Students will be asked to work on some Special Projects immediately after the pre-selection. More information about the Special Projects will be available on iskooldenim.com.

▶ PHASE/3 **REGISTRATION AND PORTFOLIO SUBMISSION**

All Portfolios must be submitted both online and in a printed hard copy, by – and no later than – February 15th 2017. They will not be returned for any reason, without exception.

3.1/ HOW TO MAKE THE PORTFOLIO

Please collect in a single Portfolio:

- Your CV/Résumé in English.
- The Entry Form, printed, signed and fully completed.
No applications will be accepted without this completed form.
- The Deliverables (see 1.1).

The submitted Project is property of ISKO. All the Moral Rights pertaining to the Project belong to the Student and the Student is entitled to be recognized as the author of the Project. Of course, the Project can be inserted in the Students' curriculum vitae. Once submitted, ISKO becomes the owner of all other intellectual property rights.

3.2/ HOW TO SHIP THE PHYSICAL PORTFOLIO

The School Tutor will collect all Portfolios (max 10 per School) and handle the shipment; Independent Students will send their Portfolio individually.

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DENIM DESIGN AWARD: HOW IT WORKS

Both Tutors and Independent Students will ship to:

- **CREATIVE ROOM**
Via Giacomo Matteotti 7 C/D
31033 Castelfranco Veneto (TV), Italy
- to Wendy Pasinato
phone: +39 0423 721823

ISKO is not responsible for stolen or undelivered packages. As description of package contents, if required, declare "documents only", with a value less than €5 to avoid customs fees. ISKO will not pay postage for packages that have insufficient postage or other outstanding charges; they'll be returned to you. If you are sending your Portfolio from outside the European Union, you are responsible for covering any required customs fees. It's a good idea to send your Portfolio via courier service. It is trackable and with a courier, you're sure the package will arrive safely to the office.

3.3/ HOW TO REGISTER AND UPLOAD THE PORTFOLIO ONLINE

Students can register online on iskooldenim.com from January 15th to February 15th.

- Click on the **Join the talent** tab.
- Fill in your personal data to sign up.
- Select the attended School (if your School is not on the list, just click on "others" and type in the name of your School).
- Choose the contest you want to participate in.
- Add a password, confirm and submit.
- A confirmation email will be sent to the email address you left us, click on the link for account confirmation and enter the private online section.
- Check and confirm the participation as Single Student.
- Fill in the missing data on your Entry Form, save it for the online Portfolio and print it for the physical package to deliver. Remember to sign your Entry Form.
- Upload your CV/Résumé in English (pdf, doc or docx formats only).
- Upload a photo of yourself (high resolution, jpg or png format).
- Upload the deliverables (see 1.1) no later than February 15th (jpg, png, or pdf format only).

You can upload documents exclusively in the requested formats (see 3.3 Registration part): please note that it's possible to upload a **MAXIMUM TOTAL** of 40 MB for each Student, regardless of the number of separate files; e.g.: 1 file 20 MB + 1 file 20 MB.

Remember that the overall evaluation of the Project will also consider the quality of the Project presentation.

Make sure the Portfolio is complete. ISKO (the promoter of ISKO I-SKOOL®) reserves the right to deny participation to incomplete entry submissions.

Sketches, photos and so on must be sent in high resolution; they may be published on the ISKO I-SKOOL® website, and/or used for press purposes.

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DENIM DESIGN AWARD: HOW IT WORKS

▶ PHASE/4 **FINALISTS SHORTLIST**

Between Feb 15th and Feb 24th 2017 the ISKO I-SKOOL® Team will carefully evaluate all Portfolios following these criteria:

- **RELEVANCE TO THE CHOSEN THEME**
- **ACTUAL MARKETABILITY OF THE INDUSTRY-DRIVEN DENIM**
- **CREATIVITY IN DENIM SHOW PIECES**

The ISKO I-SKOOL® team will select at least one Student per school and one Independent Student, as long as all application terms, conditions and guidelines have been respected, choosing only one of the Student's creative directions development to be produced.

Ten further Portfolios will be selected and posted on Facebook. The Student who receives the most "likes" in one week will be added to the shortlist and gain access to the final phase. The complete list of finalists will be published on the iskooldenim.com website and each finalist will receive communication via email.

▶ PHASE/5 **EDUCATIONAL PROGRAM**

Here is where the core of the ISKO I-SKOOL® project begins. ISKO and CREATIVE ROOM will assume an educational role, leading Tutors and Students with practical support, especially during the Denim Seminar. Besides the creative competition, ISKO I-SKOOL® aims to instruct Students how to industrialize denim garments. Shortlisted Students will participate in two training sessions:

5.1/ EARLY MARCH, DENIM SEMINAR

ISKO, together with CREATIVE ROOM and selected partners, will provide Students with the tools for learning about the entire supply chain. At this step Students and Tutors will receive guidance on how to present the Technical Pack for the Project Handover.

The ISKO I-SKOOL® Denim Seminar will be structured as follows:

Denim Intro:

From cotton plantation to fabric.

Cutting & Sewing, Stitching & Production.

Laundry, chemicals, wash design & finishing.

The future of sustainability in the denim industry.

The Industry of Denim:

Denim History: from Miners to Catwalk.

Design, Pattern Making, Cutting & Sewing, Fitting, branding and embellishments.

The Denim Business, Marketing, Brand communication & Ingredient branding.

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DENIM DESIGN AWARD: HOW IT WORKS

5.2/ EARLY APRIL, PROJECT HANDOVER

Handover in one-to-one sessions: the Students will hand over the project in the same way this happens in the industry: delivering the Technical Pack. CREATIVE ROOM will select a maximum of two pieces from Students' sketches to be developed as "Industry-Driven". The goal of this phase is to show Students how denim industrialization works. After the ISKO I-SKOOL® Denim Seminar, where the participants will learn special techniques for implementing their ideas, Students will not make changes to garments presented in their Portfolio (see point 3.2 and 3.3). After this step, Students will develop Technical Packs according to what they've learned and contest Rules. The garments/items will have to line up perfectly with the sketches and technical details submitted.

To enhance the educational value of the contest, ISKO I-SKOOL® will issue a participation certificate to the Finalists.

PHASE/6

▶ **GARMENT PRODUCTION**

6.1/ INDUSTRY-DRIVEN DENIM GARMENTS

CREATIVE ROOM will produce the 2 Industry-Driven Denim garments for each student. The choice of the two garments will be based on industrial feasibility and relevance to the theme. Students will see the final result the day before the Awards Ceremony.

6.2/ HOW TO CREATE THE DENIM SHOW PIECE

Each Finalist will produce their Denim Show Piece. As described in "The outfits" note referring to 1.1, Denim Show Piece is a garment or accessory (or more than one) freely created by Students with ISKO® fabrics. Handmade, custom pieces, artistic finishing, whatever Students desire and can make to complete the Awards Ceremony look, regardless of the development process they used.

This is the Students' opportunity to unleash their free spirit; room is left for pure creativity as long as denim is used. Shortlisted Students will select the fabrics they need to create their own piece and Tutors will place an order to ISKO.

Independent Students will place the order via email to wpasinato@creativeroom.eu.

The only condition is that all Students will have to bring the piece to Italy in July for the Jury Meeting and for the Awards Ceremony.

Styles will be produced to fit models in general women size EU 36 (ITA 40, US 27), and general men size EU 44 (ITA 48, USA 30).

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SPECIAL PROJECTS

Student Finalists will be asked to work on Special Projects immediately after the pre-selection (Phase 2).

For more information about Special Projects see iskooldenim.com.

SCHEDULE

DECEMBER 2016

Tutors receive the ISKO I-SKOOL® Box. Rules and Creative Theme are available online at iskooldenim.com.

JANUARY 2017

Official Project Launch.

END OF JANUARY – BEGINNING OF FEBRUARY 2017

The ISKO I-SKOOL® Team will be available to support Tutors and Students as needed.

15 FEBRUARY 2017

Deadline for delivery of online and physical Portfolios.

24 FEBRUARY 2017

Announcement of the shortlisted entries. Finalists start working on the Special Projects.

EARLY MARCH 2017

Denim Seminar week, date to be announced. Students will experience ISKO, Creative Room and selected partners professional tutoring in person in Italy or locally, according to a program that will be sent at the end of February 2017.

EARLY APRIL 2017

Project Handover week, date to be announced, in person in Italy or via Skype according to distance.

JULY 2017

Jury Meeting and Awards Ceremony, in Italy.

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JURY, EVALUATION CRITERIA AND PRIZES

The **ISKO I-SKOOL® Jury** members are renowned international fashion experts. Jurors' names will be communicated on the ISKO I-SKOOL® website – iskooldenim.com – before the Jury Meeting and Awards Ceremony (July 2017).

The overall result will be expressed as an evaluation of the following **criteria** for all competitions (with a score from one to five):

- **Relevance to the chosen theme**
- **Actual marketability of the Industry-Driven Denim**
- **Creativity in the Denim Show Pieces**
- **Attention to Responsible Innovation** production and processes used for the realization of the **Industry-Driven Denim garment**
- **Originality in using denim fabric, denim styling and fit** (washing, prints, finishings)

During the final session, in Italy in July 2017, Finalists will show their outfit and give a seven minute presentation to the Jury.

Prize details

- **From unisex to multisex:** scholarship or 6 months paid internship c/o brand
- **Identity beyond gender:** scholarship or 6 months paid internship c/o brand
- **Responsible Innovation:** scholarship or 6 months paid internship c/o brand
- **Best Denim Show Piece:** prize tbd
- **Media Special Mention:** prize tbd
- **Additional Special Awards:** info will be available on iskooldenim.com

AWARDS CEREMONY

The ISKO I-SKOOL® Awards Ceremony will take place in Italy in July 2017 (subject to change). The finalists' outfits will be showcased during a final celebration. Music, venue and details will be defined by event organizers and not by Students, with no exceptions.

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TRAVEL AND ACCOMODATION

Tutors and shortlisted Students may be asked to travel to Italy 3 times:

EARLY MARCH 2017: Denim Seminar Week

EARLY APRIL 2017: Project Handover week

JULY 2017: Jury Meeting and Awards Ceremony

ISKO will cover travel and accommodation expenses. Participants will have to pay any other expenses themselves. Accommodation consists in double or triple rooms for Students and single rooms for Tutors.

LEGAL ASPECTS

RULES ACCEPTANCE AND DEADLINES

Please confirm that you know, fully understand, agree to and accept the Terms and Conditions set forth in these Rules by signing the Entry Form now (remember to submit it together with your Portfolio, both online and offline). This Agreement will become legally binding on you (and on ISKO) when you sign it. Please note that signing these Rules does not guarantee your participation in the ISKO I-SKOOL® project.

PLAGIARISM AND OWNERSHIP

By enrolling ISKO I-SKOOL® project you declare your ownership of your Portfolio. Should you be found guilty of plagiarism, you will be disqualified. ISKO is not responsible for third party accusations of plagiarism regarding to your Project. ISKO may take legal actions in order to protect its rights.

RESPONSIBILITY AND PARTICIPATION

ISKO reserves the right to disqualify any participant at any time if they have not respected the terms and conditions of these Rules. While every effort is made to ensure the integrity of all submissions, ISKO is not responsible for any damage or theft of garments or submitted materials that may occur. If selected as a finalist for ISKO I-SKOOL®, Students must complete all of their own required paperwork or obligations (Visa, Passport, etc.) in a timely manner. As soon as the shortlist is published, Tutors and Student finalists will receive a detailed schedule of the educational program from ISKO. If finalists cannot attend this program due to physical or any other restrictions they must communicate this to ISKO immediately upon receiving the schedule. If for any reason a finalist is unable to physically attend all the days of the finals, their garments will be included in the competition anyway.

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LEGAL ASPECTS

PRIVACY PROTECTION

According to the European Regulations, by signing the Entry Form, you acknowledge that you have received all the mandatory information regarding privacy protection legislation and hereby authorize ISKO S.r.l. to process your personal and sensitive data and to transmit them to third parties, exclusively when needed for activities that are related to the execution of the ISKO I-SKOOL® Project as described in this document. Therefore, you hereby understand and accept that ISKO will process your data only for such intended purposes and in accordance with the mandatory provisions of law and that it will destroy said data as soon as they are no longer needed.

INTELLECTUAL PROPERTY

The copyright and all other intellectual property rights in any documentation and other materials provided by ISKO in relation to the ISKO I-SKOOL® project shall remain the property of ISKO S.r.l. Therefore, you acknowledge that the validity, the sole property rights in the names, symbols, marks, logos and trademarks, including CREATIVE ROOM® and ISKO® belong to ISKO, now and in the future, including any new marks, logo, symbols that might be adopted or used by ISKO. All rights arising from their use and/or registration are sole property of ISKO S.r.l. You hereby agree to not contest the validity nor the intellectual property of ISKO and/or its exclusive property, and you shall not register and/or use any names that are the same or similar to or could be confused with names, symbols, marks, logos and trademarks of ISKO, even if only through simple phonetic and visual assonance. You also acknowledge that you are permitted to use the names, symbols, marks, logos and trademarks of ISKO solely and exclusively for the services you will be requested to provide during the ISKO I-SKOOL® project.

CONTACTS

For more information:

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