

CREATIVE THEME

EDITION **2019** NEW DENIM CODES



ISKO I-SKOOL™
IS A PROJECT OF
ISKO™
CREATIVE ROOM



“WHAT ARE THE NEW CODES OF DIFFERENT GENERATIONS? WHAT IS YOUR NEW CODE?”

We would like you to explore new tribes
and new possible expressions of the self through denim.
You could create an entirely new vision:
the new extra-norm, the new body,
the new notion of what is acceptable for you today.

Take a look at how denim could help you create
an entire new denim language by taking inspiration
from the streets, from your culture,
adding your unique vision.



What makes the difference in the denim market is the FIT: designing and developing the right FIT, especially for bottoms, is the key to win. To design a new FIT you need to start from the body.

How is the body conceived today?

Is there a new body conception?

Does it change with geography?

What is your approach with the body?

Design a Capsule Collection made of 6 garments inspired by the Creative Theme NEW DENIM CODES.

CAPSULE COLLECTION = 6 GARMENTS = 2 OUTFITS



OUTFIT 1

2 INDUSTRY-DRIVEN DENIM GARMENTS

+

1 DENIM SHOW PIECE

OUTFIT 2

2 INDUSTRY-DRIVEN DENIM GARMENTS

+

1 DENIM SHOW PIECE



THE CAPSULE COLLECTION

Since the main goal of ISKO I-SKOOL™ is to **teach young talents how to develop a design that is industrializable**, we ask Designers to design and develop garments that can be marketable. Below are some important definitions:

INDUSTRY-DRIVEN DENIM GARMENTS are **garments designed to be developed industrially**, following the complete process from cutting, sewing, stitching to laundry washing. Referring to the **Fabric Guide**, please note that **you can mix fabrics from the same category but you cannot use RIGID, COMFORT and STRETCH fabrics at the same time in one garment**, as that would make the garment unwashable.

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

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



DELIVERABLES

Features to be developed:

I. BODY INSPIRATION RESEARCH

A board showing the type of body the Designer is referring to.

II. MARKET RESEARCH

A board showing the benchmark products available in the market.

III. TARGET CONSUMER

A board showing who the target consumer is.

IV. VISION & STORYTELLING

A brief description, written in English, of the Designer's concept (300 words maximum), a board showing the vision and iconography, a collection name/title.

V. PRODUCT INSPIRATION

A board showing fits, volumes and product details.

VI. ILLUSTRATIONS

Drawings of the 2 Outfits being submitted, made up of both Industry-Driven Denim Garments and Denim Show Piece (see "THE CAPSULE COLLECTION" box).

VII. FLAT SKETCHES

Simple black and white sketches with technical descriptions.

VIII. FABRIC SAMPLES

Must be included, explaining the reasons for the Designer's choices.

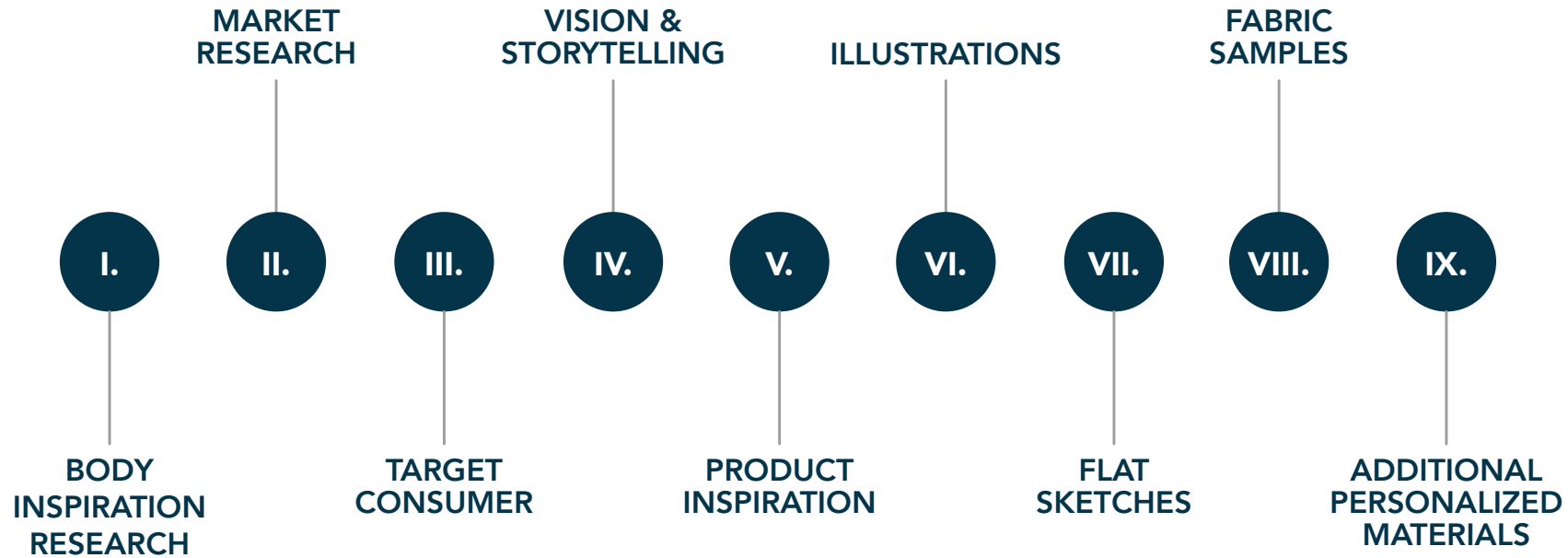
IX. Additional personalized materials can be included, but not as a substitute for the requested documentation above.



PHASE/1

CREATIVE DEVELOPMENT

From December 2018 to mid February 2019



SCHEDULE

(see Rules for reference)

PHASE/2 PRE-SELECTION

Deadline: Feb 15th 2019

SCHOOLS

2.1

2.2

DENIM DESIGN
PROFESSIONALS

10 ENTRIES EACH SCHOOL

PHASE/3 REGISTRATION AND PORTFOLIO SUBMISSION

Deadline: Feb 15th 2019

MAKE YOUR
PORTFOLIO

3.1

3.2

SHIP THE
PHYSICAL
PORTFOLIO

REGISTER
AND UPLOAD THE
PORTFOLIO ONLINE

3.3

PHASE/4 FINALISTS SHORTLIST

Between Feb 15th and Feb 22nd 2019

4

SHORTLIST
AVAILABLE ONLINE
AND VIA E-MAIL

The complete list of Finalists will be published on the iskooldenim.com website and each Finalist will be contacted by email.

SPECIAL PROJECTS see iskooldenim.com

SCHEDULE

(see Rules for reference)

PHASE/5 EDUCATIONAL PROGRAM

From March 2019 to April 2019

DENIM
SEMINAR

5.1

5.2

PROJECT
HANDOVER

PHASE/6 GARMENT PRODUCTION

From April 2019 to July 2019

INDUSTRY-DRIVEN
DENIM GARMENTS –
CREATIVE ROOM

6.1

6.2

DENIM
SHOW PIECE –
DESIGNER

PHASE/7 JURY, EVALUATION CRITERIA AND PRIZES

July 2019

JURY
MEETING

7.1

FINAL AWARD
CEREMONY

7.2

7.3

7.4

AWARDS

JUNIOR
DESIGN
PLACEMENT

SPECIAL PROJECTS see iskooldenim.com