

ISKO I-SKOOL™ 2017/2018
DENIM DESIGN AWARD
RULES



ISKO I-SKOOL™
IS A PROJECT OF

ISKO™
CREATIVE.ROOM™

WHAT ISKO I-SKOOL™ IS

ISKO I-SKOOL™ is an **award project dedicated to schools** with a unique out of the box approach launched in 2013. The scope of the award is to reward talented students, but also to share ISKO's know-how by showing how concepts get developed and produced. The project sees involved students, professors-mentors, and schools, giving them direct contact with market leaders, something they can leverage in their future careers.

ISKO™'s vision is to **nurture and sustain talents** because they are the face of the future. Part of a Corporate action in Social Responsibility, the building of a community from the ground up is key.

The groundbreaking impact of the project comes from **the union of ISKO™, the brand ingredient, and CREATIVE ROOM, the independent style research lab**, and the involvement of **producers, brands, and media**.

Two parallel contests take place, one is the **Denim Design Award**, and the second one is the **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 2018 as Fashion Designers** (herein 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 "TO-DOs" box).

▶ **INDEPENDENT STUDENTS**

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

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

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TUTOR "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 2017

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

PHASE/2 (page 4)
JANUARY TO FEBRUARY 2018

The Tutor will choose max 10 projects from the School's participants, to be submitted to the ISKO I-SKOOL™ Team by Feb 15th 2018.

To help with the selection, from mid-January 2018 to early February 2018 the ISKO I-SKOOL™ Team will be available to analyze Students' projects together with Tutors either personally or via Skype, based on availability.

PHASE/3 – 4 (page 4 – 6)
END OF FEBRUARY 2018

The Tutor will help and support Students as needed.

S/he will collect and deliver the physical Portfolios to the ISKO I-SKOOL™ Team (see instructions 3.2).

PHASE/5 (page 7)
MARCH TO JULY 2018

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 2018.

DENIM
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▶ PHASE/1 CREATIVE DEVELOPMENT

The Students are asked to develop cutting-edge concepts following the creative direction as described in the **Creative Theme** (available on iskooldenim.com): **UnDocumented**.

Students are asked to **write their own Manifesto, design one Outfit** inspired by the Creative Theme and **explain the reasons that led them to pick those particular fabrics**.

Participants are free to choose the reference season they prefer. Outfits are described here as a mix between **Industry-Driven Denim Garments** and **Denim Show Piece** (see "THE OUTFITS" box).

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THE OUTFITS

Since the main goal of ISKO I-SKOOL™ 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 GARMENTS are **garments designed to be developed industrially**, following the complete process from cutting, sewing, stitching to laundry washing. Referring to the **Fabrics 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 Students with ISKO fabrics**. Handmade, custom pieces, artistic finishing, whatever Students desire and can make to complete the Final 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 Garments and Denim Show Piece into consideration.

Each School will receive an ISKO I-SKOOL™ Box containing the Rules, a Poster for the School's bulletin board, the description of the Creative Theme and the Fabrics Guide. These will also be available online on iskooldenim.com.

Independent Students will not receive the box: they will be able to access Rules, the Creative Theme and the Fabrics Guide on iskooldenim.com and the shortlisted Students will be able to handle the fabrics during the Denim Seminar.

1.1/DELIVERABLES

Features to be developed:

I. Manifesto

"Make your own manifesto, tell us how you would imagine the future of denim by looking at its importance in past social history (**see iskooldenim.com and the ISKO I-SKOOL™ Denim Awards profile on Pinterest for reference**) and imagining a positive change for the future. Write down your rules for a new world, explain it with your work and through your words. How do you see your input as someone working in fashion? Your collections should reflect your statement about change and the values you want to convey."

II. Creative Inspirational Board

A board with images that have inspired the Outfit.

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III. Storytelling

A brief description of the Student's concept typed in English (300 words maximum), and a name/title for the project.

IV. Sketches

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

V. Simple black and white sketches

with technical descriptions.

VI. Additional personalized materials

can be included, but not as a substitute for the above requested documentation.

VII. Fabric samples

must be included explaining the reasons for the Students' choices.

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

▶ **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 2018**. **To help with the selection, from mid-January 2018 to early February 2018, ISKO I-SKOOL™ Team will be available** to analyze Students' Portfolios together with the Tutor either personally or via Skype, based on availability.

2.2/INDEPENDENT STUDENTS

Independent Students must **register directly** and **submit their Portfolio online**, while sending the **printed hard copy to the CREATIVE ROOM offices** (see 3.2), **together with their completed and signed Entry Form**. They will be evaluated by the ISKO I-SKOOL™ Team mid February 2018.

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 2018. They will not be returned for any reason, no exceptions.

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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 Portfolios individually.

ITALY & EUROPE

No documents needed.

Both Tutors and Independent Students will ship to:

- **CREATIVE ROOM**
Via Giacomo Matteotti 7 D/E
31033 Castelfranco Veneto (TV), Italy

OUTSIDE OF EUROPE

You need to issue a pro forma invoice (we will send an example via e-mail).

Bill to:

- **ISKO SRL**
Viale Papa Giovanni XXIII, 48
24121 Bergamo (BG), Italy

Ship materials to:

- **CREATIVE ROOM**
Via Giacomo Matteotti 7 D/E
31033 Castelfranco Veneto (TV), Italy

ISKO is not responsible for stolen or undelivered packages. As description of package contents, if required, declare "documents only", with a value less than €25 to avoid customs fees. ISKO will not pay postage for packages that have insufficient postage or other outstanding charges; they will 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.

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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 formats only).

You can upload documents exclusively in the requested formats (see 3.3): 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.

▶ **PHASE/4 FINALISTS SHORTLIST**

Between Feb 15th and Feb 23th 2018 the ISKO I-SKOOL™ Team will carefully evaluate all Portfolios following these **criteria**:

- **Relevance to the Creative Theme**
- **The impact of the Manifesto**
- **Actual marketability of the Industry-Driven Denim Garments**
- **Creativity of the Denim Show Piece**

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.
- Paper patterns.
- Laundry, chemicals, wash design & finishing.
- The future of sustainability in the denim industry.

The Industry of Denim:

- Denim history: from miners to the catwalk.
- Design, pattern making, cutting & sewing, fitting, branding and embellishments.
- The denim business, marketing, brand communication & ingredient branding.

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 Denim Garments**.

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.

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▶ **PHASE/6**
GARMENT PRODUCTION

6.1/INDUSTRY-DRIVEN DENIM GARMENTS

CREATIVE ROOM will produce maximum two Industry-Driven Denim Garments for each Student. The choice of the two garments will be **based on industrial feasibility and relevance to the Creative Theme.** Students will see the final result the day before the Final Awards Ceremony.

6.2/HOW TO CREATE THE DENIM SHOW PIECE

Each Finalist will produce his/her Denim Show Piece. As described in “THE OUTFITS” note referring to 1.1, a **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 Final 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 will place the order via email to wpasinato@creativeroom.eu.

The only condition is that **all Students will have to bring the piece in July for the Jury Meeting and for the Final 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).**

**SPECIAL
PROJECTS**

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.

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SCHEDULE

15 NOVEMBER 2017

Official Project Launch @ Decoded Fashion Milan presented by e-Pitti.com.

DECEMBER 2017

Tutors receive the ISKO I-SKOOL™ Box; Rules, Creative Theme and Fabrics Guide are available online at iskooldenim.com.

END OF JANUARY – BEGINNING OF FEBRUARY 2018

The ISKO I-SKOOL™ Team will be available to support Tutors and Students as needed, either in person or via Skype, based on availability.

15 FEBRUARY 2018

Deadline for delivery of online and physical Portfolios.

24 FEBRUARY 2018

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

EARLY MARCH 2018

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 2018.

EARLY APRIL 2018

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

JULY 2018

Jury Meeting and Final Awards Ceremony.

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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 during the Jury Meeting.

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 Creative Theme**
- **Impact of the Manifesto**
- **Actual marketability of the Industry-Driven Denim Garments**
- **Creativity of the Denim Show Piece**
- **Attention to Certified Responsible Innovation** production and processes used for the realization of the Industry-Driven Denim Garments
- **Attention to the use of Alternative Fibers**
- **Originality in using denim fabric, denim styling and fit** (washing, prints, finishings)

During the **Final Awards Ceremony** in July 2018, **Finalists will show their outfit and give a seven-minute presentation to the Jury**.

Prize details

- **UnDocumented/Overall winner:** scholarship or 6 months paid internship c/o brand
- **Certified 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

**FINAL
AWARDS
CEREMONY**

The **ISKO I-SKOOL™ Final Awards Ceremony** will take place in **July 2018** (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 ACCOMMODATION

Tutors and shortlisted Students may be asked to travel to Italy (or different locations) for:

EARLY MARCH 2018: Denim Seminar Week

EARLY APRIL 2018: Project Handover week → this can also be handled via Skype

JULY 2018: Jury Meeting and Final 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 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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