

ISKO I-SKOOL™ 2018/2019

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 are developed and produced. The project sees involved students, professors-mentors, schools and denim design professionals, 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 denim ingredient brand, and Creative Room, the independent style research lab**, and the involvement of **producers, brands, and media**.

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

WHO CAN PARTICIPATE

The ISKO I-SKOOL™ Denim Design Award is open to:

▶ LEVEL 1:

students in their final year of a **Fashion Design course** (BA), who will graduate in 2019 as **Fashion Designers** (herein called "**Designers**").

▶ LEVEL 2:

students in their final year of a **Fashion Design course** (MA), who will graduate in 2019 as **Fashion Designers** (herein called "**Designers**").

▶ LEVEL 3: DENIM DESIGN PROFESSIONALS

Denim Design Professionals in the early stages of their careers. **Graduated between 2014 and 2017**, Denim Design Professionals (herein called "**Designers**") should be **maximum 27 years old**.

SCHOOLS (LEVEL 1 and 2)

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

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

Each School will commit to the project with **10 entries**.

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WHO CAN PARTICIPATE

TUTOR "TO-DOs"

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

PHASE/1 (page 2) DECEMBER 2018

- ISKO I-SKOOL™ Box will arrive
- Tutor to brief Designers directly with ISKO I-SKOOL™ Team support.

PHASE/2 (page 5) JANUARY TO FEBRUARY 2019

The Tutor will choose the best 10 projects from the School's participants, to be submitted to the ISKO I-SKOOL™ Team by Feb 15th 2019.

To help with the selection, from mid-January 2019 to early February 2019 the ISKO I-SKOOL™ Team will be available to analyze Designers' projects together with Tutors, either personally or via Skype, based on availability.

PHASE/3 – 4 (pages 6 – 8) END OF FEBRUARY 2019

The Tutor will help and support Designers as needed.

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

PHASE/5 (page 8) MARCH TO JULY 2019

With the shortlisted Designers, the Tutor will:

- participate in the Educational Program
- support the Designers during the development of the Technical Pack
- attend the Project Handover
- participate in the Final Award Ceremony, July 2019.

HOW IT WORKS

► PHASE/1 CREATIVE DEVELOPMENT

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

Designers are asked to **design a Capsule Collection made of 6 garments** 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. The Capsule Collection is described here as a mix between **Industry-Driven Denim Garments** and **Denim Show Piece** (see "THE CAPSULE COLLECTION" box).

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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.

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

Each School will receive an ISKO I-SKOOL™ Box containing the Rules, the description of the Creative Theme, the Fabric Guide and the Denim Educational Guide. These will also be available online on iskooldenim.com.

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Denim Design Professionals will make an appointment c/o ISKO showrooms (listed hereafter) where they will see the Fabrics, Rules, Creative Theme, the Fabric Guide and the Denim Educational Guide. These will also be available online on iskoodenim.com.

ISKO SHOWROOMS:

Creative Room – Italy

Via Giacomo Matteotti 7 C/D
31033 Castelfranco Veneto (TV) – Italy
Anita Santi: asanti@creativeroom.eu

ISKO Netherlands

Eerste Constantijn Huygensstraat 46
1054 BR Amsterdam – Netherlands
Dennis de Boer: dboer@isko.com.tr

ISKO France

14 rue Notre Dame des Victoires
75002 Paris – France
Delphine Blouin: dblouin@isko.com.tr

ISKO London

Spaces Oxford Circus – Jubilee House, 197-213 Oxford Street
London, W1D 2LF – United Kingdom
Tugce Zabitci Vougioukli: tzabitci@isko.com.tr

ISKO USA – East Coast

1 Union Square West Suite 91
10003 New York – USA
Sonny Puryear: spuryear@isko.com.tr

ISKO USA – West Coast

860 S. Los Angeles St. Suite 700
90014 Los Angeles, CA – USA
Andreas Herr: aherr@isko.com.tr

ISKO Shanghai

Shanghai Mart, 9/FL, Room B27-29, No. 2299YAN An Road (West)
Shanghai – China
Benton Wang: bwang@isko.com.tr

Creative Room – Istanbul

Asmalı Mescit Mah. Asmalı Mescit Cd. No:15
Beyoglu – Istanbul
Emre Selcuk: esalcuk@isko.com.tr



HOW IT WORKS

1.1/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.

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

► **PHASE/2 PRE-SELECTION**

2.1/SCHOOLS

Each Tutor will choose 10 Portfolios from their School's participants to be submitted to the ISKO I-SKOOL™ Team by **Feb 15th 2019**. **10 entries is the number required to each School in order to become an ISKO I-SKOOL™ Partner.** To help with the selection, from mid-January 2019 to early February 2019, the ISKO I-SKOOL™ Team will be available to analyze Designers' Portfolios together with the Tutors either personally or via Skype, based on availability.

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2.2/DENIM DESIGN PROFESSIONALS

Denim Design Professionals must **register directly** and **submit their Portfolios online**, while sending the **printed hard copy to the Creative Room offices** (see 3.2), **together with their completed and signed Entry Form and the INFORMATION ON THE PROCESSING OF PERSONAL DATA document.**

They will be evaluated by the ISKO I-SKOOL™ Team (mid February 2019).

SPECIAL PROJECTS (see page 10)

Designers 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 2019. They will not be returned for any reason, no exceptions.

3.1/HOW TO MAKE YOUR PORTFOLIO

Please collect in a single Portfolio:

- Your **CV/Résumé** in English.
- **THE ENTRY FORM, PRINTED, SIGNED AND FULLY COMPLETED, AND THE INFORMATION ON THE PROCESSING OF PERSONAL DATA DOCUMENT. NO APPLICATIONS WILL BE ACCEPTED WITHOUT THESE COMPLETED FORMS.**
- The **Deliverables** (see 1.1).

The submitted Project is property of ISKO. All the Moral Rights pertaining to the Project belong to the Designers and the Designer is entitled to be recognized as the author of the Project. Of course, the Project can be inserted in the Designers' 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 (10 per School) and handle the shipment; Denim Design Professionals will send their Portfolios individually.

ITALY & EUROPE

No documents needed.

Both Tutors and Denim Design Professionals will ship to:

- **Creative Room**
Via Giacomo Matteotti 7 D/E
31033 Castelfranco Veneto (TV) – Italy

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OUTSIDE OF EUROPE

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

Bill to:

- **ISKO srl**
Via Nicola Piccinni, 3
20131 Milano (MI) – 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. For a 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. We would recommend sending your Portfolio via courier service as 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

Designers 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** or click on “**Denim Design Professional**”.
- **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 **Designer.**
- 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.**
- Follow the instructions regarding the **INFORMATION ON THE PROCESSING OF PERSONAL DATA document, print it and sign it** for the physical package to deliver.
- **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).

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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 Designer**, regardless of the number of separate files; e.g.: 1 file 20 MB + 1 file 20 MB.

Remember that the overall evaluation 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 22nd 2019 the ISKO I-SKOOL™ Team will carefully evaluate all Portfolios following these **criteria**:

- **Relevance to the Creative Theme**
- **Overall Capsule Collection vision and its storytelling**
- **Actual marketability of the Industry-Driven Denim Garments**
- **Creativity of the Denim Show Piece**
- **Overall Portfolio presentation**

The complete list of Finalists will be published on the iskooldenim.com website and each Finalist will be contacted by 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 Designers with practical support, especially during the Denim Seminar. Besides the creative competition, ISKO I-SKOOL™ aims to instruct Designers how to industrialize denim garments. Shortlisted Students will participate in **two training sessions**:

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5.1/MARCH, DENIM SEMINAR

ISKO, together with Creative Room and selected partners, will provide Designers with the tools for **learning about the entire supply chain**. At this step Designers 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:

- Design, pattern making, cutting & sewing, fitting
- Branding and embellishments
- The denim business, marketing, brand communication & ingredient branding
- Soft skills workshop: what do we need to know as professional human beings besides design and product development?

5.2/EARLY APRIL, PROJECT HANDOVER

Handover in one-to-one sessions: the Designers will hand over the project in the same way as it happens in the industry – delivering the **Technical Pack**. **Creative Room will select a maximum of two pieces from the Designers' sketches to be developed as Industry-Driven Denim Garments**.

The goal of this phase is to show Designers how denim industrialization works. After the ISKO I-SKOOL™ Denim Seminar, where the participants will learn special techniques for implementing their ideas, **Designers will not make changes to garments presented in their Portfolio** (see point 3.2 and 3.3). After this step, **Designers will develop Technical Packs according to what they've learned and to the Rules**. The garments/items need 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 Designer. The choice of the two garments will be **based on industrial feasibility and relevance to the Creative Theme.** Designers will see the final result the day before the Final Award Ceremony.

6.2/HOW TO CREATE THE DENIM SHOW PIECE

Each Finalist will produce his/her Denim Show Piece. As described in "THE CAPSULE COLLECTION" note, a **Denim Show Piece** is a garment or accessory (or more than one) freely created by Designers with ISKO fabrics. Handmade, custom pieces, artistic finishing, whatever Designers desire and can make to complete the Final Award Ceremony look, regardless of the development process they used. This is the Designers' opportunity to unleash their free spirit, leaving room for pure creativity, as long as denim is used.

Shortlisted Designers will select the fabrics they need to create their own piece and will **place the order via email to Anita Santi (asanti@creativeroom.eu).**

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

Please **specify the size** you prefer for your outfit when delivering the project.

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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HOW IT WORKS

SCHEDULE

DECEMBER 2018

Tutors receive the ISKO I-SKOOL™ Box; Rules, Creative Theme and Fabric Guide are available online at iskooldenim.com. The ISKO I-SKOOL™ Team will be available to brief the Designers with Tutors.

JANUARY 2019

Official Project Launch.

END OF JANUARY – BEGINNING OF FEBRUARY 2019

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

15 FEBRUARY 2019

Deadline for delivery of online and physical Portfolios.

22 FEBRUARY 2019

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

MARCH 2019

Denim Seminar week, date to be announced. Designers will experience ISKO, Creative Room, and selected partners professional tutoring in person in Italy or locally, according to a program to be sent at the end of February 2019.

EARLY APRIL 2019

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

JULY 2019

Jury Meeting and Final Award Ceremony.

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► PHASE/7 JURY, EVALUATION CRITERIA AND PRIZES

7.1/ JURY MEETING

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 different criteria for all competitions (with a score from one to five):

- Relevance to the Creative Theme
- 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
- Originality in using denim fabric, denim styling and fit (washing, prints, finishings)

During the Final Award Ceremony in July 2019, Finalists will show their outfit and give a seven-minute presentation to the Jury.

7.2/ AWARDS

- New Denim Codes/Overall winner
- Certified Responsible Innovation
- Best Denim Show Piece
- Media Special Mention
- Additional Special Awards: info will be available on iskooldenim.com

The prize for Students consists in either a Junior Design Placement (see 7.4), a scholarship or denim fabric, upon ISKO I-SKOOL™ team's decision.

7.3/ FINAL AWARD CEREMONY

The ISKO I-SKOOL™ Final Award Ceremony will take place in July 2019 (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 the Designers, with no exceptions.

7.4/ JUNIOR DESIGN PLACEMENT

ISKO I-SKOOL™ is aiming to be a bridge between young denim lovers and the industry.

The winning Designers will have priority in choosing the best placement between the brands/partners list and HR will support their career start up.

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TRAVEL AND ACCOMMODATION

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

MARCH 2019: Denim Seminar Week

EARLY APRIL 2019: Project Handover week (this can also be handled via Skype)

JULY 2019: Jury Meeting and Final Award 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 Designers 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 the INFORMATION ON THE PROCESSING OF PERSONAL DATA document and with your Portfolio, both online and offline) and this Agreement. 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 but signing these Rules and the INFORMATION ON THE PROCESSING OF PERSONAL DATA document is necessary to admit you to participate to the ISKO I-SKOOL™ project.

PLAGIARISM AND OWNERSHIP

By enrolling in the ISKO I-SKOOL™ project you declare your ownership of your Portfolio and that your Portfolio is an original work in any manner, not copied, wholly, substantially, entirely or in part from any other source/third parties/artwork. Should you be found guilty of plagiarism, you will be disqualified. ISKO is not responsible for third party accusations of plagiarism regarding 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™, Designers 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 General Data Protection Regulation 2016/679 (GDPR – *General Data Protection Regulation*) and the Italian Law No. 196/2003 (*Data Protection Regulation*) and subsequent amendments, when applicable, by signing the Entry Form you acknowledge that you have received all the mandatory information (Attachment 1) 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 and in the INFORMATION ON THE PROCESSING OF PERSONAL DATA 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. On this regard, 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 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 or that 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. Moreover, you agree that any Copyrights (Rights) that have arisen or will arise in your name as a result of the realization of the artwork are property of ISKO. In consideration of the fee above, you hereby assign to ISKO, absolutely, in full guarantee, exclusively, irrevocably, perpetually, worldwide licence of any and all your right/s, title and interest in and to related or arising from the realization of the artwork including (but not limited to) the right to make, have made, use, offer to sell, sell, import, copy, modify, create derivative works based on, distribute, sublicense, display, commerce, commerce to the public, translate, perform and transmit any products, methods or materials of any kind that are covered by such Rights, to the extent necessary to enable ISKO to exercise all of the rights assigned to ISKO under this Agreement. You maintain the moral rights to be recognized and identified as the author and the creator of your artwork. You also maintain the right to complain to any distortion, mutilation or other modification that would be prejudicial to your artwork, as long as your honour or reputation has been affected by such acts.

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CONTACTS

For more information:

Irem Orhun, ISKO I-SKOOL™ Manager / Brand & Communication Executive: ibingol@isko.com.tr

Marco Rosso, Marketing Representative ISKO: mrosso@isko.com.tr

Anita Santi, Creative Room: asanti@creativeroom.eu

Melis Kaya, ISKO Brand & Communication Team: mkaya@isko.com.tr

Marina Tonella, ISKO I-SKOOL™ Consultant: mtonella@isko.com.tr