

ABOUT ISKO I-SKOOL™

ISKO I-SKOOL™ is an award project dedicated to **Designers** with a unique out of the box approach launched in 2013. The scope of the project is to reward talent, 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 young 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 2020 as **Fashion Designers** (herein called "**Designers**").
- **LEVEL 2:**
Students in their final year of a **Fashion Design course** (MA), who will graduate in 2020 as **Fashion Designers** (herein called "**Designers**").
- **LEVEL 3:**
Young Professionals (herein called "**Designers**") who should be in the early stages of their careers and **maximum 30 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**.

TUTOR “TO-DOS”

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

- **PHASE/1** (page 2)
End of November 2019
 - ISKO I-SKOOL™ Box will arrive.
 - Tutor to brief Designers directly with ISKO I-SKOOL™ Team support.
- **PHASE/2** (page 6)
January to February 2020

The Tutor will choose the best 10 projects from the School's participants, to be submitted to the ISKO I-SKOOL™ Team by Feb 14th 2020. To help with the selection, from mid-January 2020 to early February 2020 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** (page 6-8)
End of January to mid February 2020

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 9)
March to July 2020

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 2020

HOW IT WORKS

PHASE/1 – CREATIVE DEVELOPMENT

The Designers are asked to develop responsible concepts following the creative direction as described in the **Creative Theme** (available on iskooldenim.com): **North East South West connected by one planet**. 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 **5-Pocket Jeans and Denim Show Pieces** (see “THE CAPSULE COLLECTION” box).

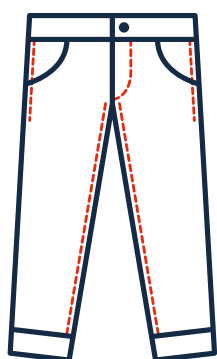
THE CAPSULE COLLECTION

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 fashion and develop garments that can be marketable. Below are some important definitions:

- **The 5-Pocket Jeans are industry-driven garments to be designed and developed following the complete process from cutting, sewing, stitching to laundry treatments.** These need to be commercially viable. Creative Room™ will take care of the production of the garments. 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.
- **The 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, Designers can employ any technique they see fit for the Final Award Ceremony look, as long as they develop it responsibly. This is the Designers' opportunity to unleash their free spirit, leaving room for pure creativity, as long as denim is used with responsibility.

The Jury will take both 5-Pocket Jeans and Denim Show Pieces into consideration.

CAPSULE COLLECTION = 6 GARMENTS = 2 OUTFITS



OUTFIT 1

- 1 5-POCKET JEANS TO REPRESENT YOUR "LOCAL" INFLUENCES
- +
- 2 DENIM SHOW PIECES REFLECTING YOUR "GLOBAL" INFLUENCES

OUTFIT 2

- 1 5-POCKET JEANS TO REPRESENT YOUR "LOCAL" INFLUENCES
- +
- 2 DENIM SHOW PIECES REFLECTING YOUR "GLOBAL" INFLUENCES

RESPONSIBLE INNOVATION™

ISKO was born with responsibility rooted in its DNA. Since the company was founded, everything has been done following a rigorous Responsible Innovation™ approach, a holistic vision based on three main pillars – creativity, competence and citizenship – taking to heart both environmental and social factors. This is the reason why we are providing the Designers with responsible fabrics as their starting point. Whatever Designers will develop, they need to keep in mind that it has to be fully responsible, considering all aspects:

- 1. Responsible design: clear and detailed sketches and illustrations to avoid a misuse of energy and resources.**
- 2. Responsible fabric selection.**
- 3. Responsible patterns which minimize waste.**
- 4. Responsible constructions, minimizing the use of sewing threads.**
- 5. Responsible trims including elements like pocket bags, interlinings, patches, metal work.**
- 6. Responsible treatments.**
- 7. Responsible packaging.**
- 8. Responsible consideration of the product's life cycle after use.**

Each School will receive an ISKO I-SKOOL™ Box containing ISKO™ fabrics.

Rules, Creative Theme, and Fabric Guide will all be available online on iskooldenim.com

Young Professionals will make an appointment c/o ISKO showrooms (listed hereafter) where they will be provided with Fabrics, Rules, Creative Theme and Fabric Guide. These will also be available online on iskooldenim.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
Chakira Audenaerde: caudenaerde@isko.com.tr

ISKO France

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

ISKO United Kingdom

Spaces Oxford Circus – Jubilee House, 197-213 Oxford Street – London, W1D 2LF – UK
Keith O'Brien: kobrien@isko.com.tr

ISKO North Germany

Branche Wettringen – August –Kümpers – Str. 9 – Germany
Suzi Ozlem: sdeniz@isko.com.tr

ISKO South Germany

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Mirela Slowik: mslowik@isko.com.tr

ISKO Turkey

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ISKO Japan

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Mitsukimi Nozawa: mnozawa@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

1.1/DELIVERABLES

Features to be developed:

I. COLLECTION NAME

The Designer's project title.

II. VISION & STORYTELLING

A brief description, written in English, of the Designer's concept (300 words maximum).

III. MOODBOARD

A board showing the visual inspirations to the collection.

IV. ILLUSTRATIONS

Drawings of the 2 Outfits being submitted, made up of both 5-Pocket Jeans and Denim Show Pieces (see "THE CAPSULE COLLECTION").

V. FLAT SKETCHES

Simple black and white sketches with technical descriptions (Adobe Illustrator format).

VI. FABRIC SAMPLES

Fabric direction must be included, explaining the reasons for the Designer's choices.

VII. PRINTS AND GRAPHICS

Specifications wished to be featured on the garment.

VIII. TRIMS AND ICONOGRAPHY

Specifications wished to be featured on the garment.

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

Note: each sheet MUST BE labeled with the Designer's first and last name, School name (if a student), 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 14th 2020**. **10 is the maximum number of entries allowed to each School in order to become an ISKO I-SKOOL™ Partner**. To help with the selection, from mid-January 2020 to early February 2020, the ISKO I-SKOOL™ Team will be available to analyze Designers' Portfolios together with the Tutors either personally or via Skype, based on availability.

2.2/YOUNG PROFESSIONALS

Young 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 2020).

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 14th 2020. 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; Young Professionals will send their Portfolios individually.

ITALY & EUROPE

No documents needed.

Both Tutors and Young Professionals 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**
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 14th.

- Click on the **Join the talent tab**.
- Fill in your **personal data** to sign up.
- Select the **attended School** or click on “**Young 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**.

RULES

HOW IT WORKS

- 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 14th 2020** (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 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 14th and Feb 21st 2020 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**
- **Project Responsibility**
- **Actual commercial viability of the 5-Pocket Jeans**
- **Creativity of the Denim Show Pieces**
- **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**:

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 deal with an array of topics such as:

- From cotton plantation to fabric
- Responsible design process
- Responsible fabric selection
- Responsible patterns
- Responsible product development
- Responsible trims, metal works and packaging
- Responsible laundry
- Responsible consideration of the product's life cycle after use
- Presentation skills workshop

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.

PHASE/6 – GARMENT PRODUCTION

6.1/INDUSTRY-DRIVEN 5-POCKET JEANS

Creative Room will produce one 5-Pocket Jeans for each Designer, making sure to produce each creation with responsible solutions. The choice 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 their Denim Show Piece independently. 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, Designers can employ any technique they see fit for the Final Award Ceremony look, as long as they develop it responsibly. This is the Designers’ opportunity to unleash their free spirit, leaving room for pure creativity, whilst using denim with responsibility.

Shortlisted Designers will select the fabrics they need to create their own piece and will **place the order via email to Wendy Pasinato (wpasinato@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.

SCHEDULE

- **END OF NOVEMBER - BEGINNING OF DECEMBER 2019**
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 2020**
Official Project Launch.
- **END OF JANUARY – BEGINNING OF FEBRUARY 2020**
The ISKO I-SKOOL™ Team will be available to support Tutors and Designers as needed, either in person or via Skype, based on availability.
- **14 FEBRUARY 2020**
Deadline for delivery of online and physical Portfolios.
- **21 FEBRUARY 2020**
Announcement of the shortlisted entries. Finalists start working on the Special Projects.
- **MARCH 2020**
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 2020**
Project Handover week, date to be announced, via e-mail or Skype according to availability.
- **JULY 2020**
Jury Meeting and Final Award Ceremony.

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.

During the Final Award Ceremony in July 2020, Finalists will show their outfit and give a seven-minute presentation to the Jury.

7.2/ AWARDS

Each award comes with its own set of criteria and requirements:

- **BEST OVERALL LOOK**
Criteria: best responsible design + best fit + best treatments.
- **BEST 5-POCKET JEANS FIT**
Criteria: best pattern + best use of fabric.
- **BEST MARKETABLE PRODUCT**
Criteria: best responsible design ready to be commercially viable.
- **BEST SHOW PIECE**
Criteria: best visual effect + best making.
- **ADDITIONAL SPECIAL AWARDS:** info will be available on iskooldenim.com

Students will be up for all the aforementioned awards, whilst Young Professionals will be considered only for the BEST OVERALL LOOK award.

7.3/ FINAL AWARD CEREMONY

The ISKO I-SKOOL™ Final Award Ceremony will take place in July 2020 (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 DESIGNER 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.

TRAVEL AND ACCOMODATION

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

MARCH 2020: Denim Seminar Week

JULY 2020: 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.

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.



LEGAL ASPECTS

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.

CONTACTS

For more information:

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