

## PERICULO

warming up creativity

## 2020 - CONTEST

Cadica's concepts need to be fitting with the final ISKO I-SKOOL™ denim collection, but the study will be focused on the use of labelling and packaging with a responsible innovation vision.

We ask to develop a complete labelling capsule following your personal creativity and culture knowledge, without limits... But sustainable.

Imagine your denim garments collection and think which accessories better complete it: patches, labels, buttons, hangtags, packaging and everything to make your collection a fashion brand.

Choose the style and position them as if the garment was to be presented in a real shop or online, be inspired by materials and shapes you find in Cadica Smart Box: here you have different examples of items and in particular the latest Ethical Choice solutions.

Transform materials, re-think the design, change positions, research innovation, suggest new ideas: be brave!

Cadica Denim Team will select the student who better represents the "Cadica X Factor". The winner will be our guest in the company's headquarters in Italy and will have the chance to create and present a personal accessories Denim Capsule, that will be part of the next new Cadica Collection as limited edition. It will reach hundreds of nations and the most important fashion brands.

Send your project by July 3<sup>rd</sup>, 2020: choose whether to share the file by PDF or ask us how to ship it by courier.  
Contact email: [marketing@cadica.com](mailto:marketing@cadica.com)

Read more about the live experience: <https://www.iskooldenim.com/guidelines-201920/>