

# ARTS OF FASHION FOUNDATION

ARTS OF FASHION COMPETITION 2021

INTERNATIONAL  
FASHION STUDENT COMPETITION

# MOMENTUM

The theme 2021 is - MOMENTUM - this word covers what we all experience right now worldwide and how we will use or not this unique moment in time to rethink, redefine, and redraw our way of life, the way we interact with others and therefore the way we dress. Student can also interpret the theme the way they wish from their own imagination or experience.

2021  
THEME  
MOMENTUM

[ARTS-OF-FASHION.ORG](https://www.arts-of-fashion.org)

## COMPETITION THEME 2021: MOMENTUM

THE ARTS OF FASHION FOUNDATION WILL BRING TOGETHER **IN SAN FRANCISCO**, STUDENTS, PROFESSORS, INDUSTRY PROFESSIONALS, AND PROFESSIONAL DESIGNERS FROM AROUND THE WORLD FOR THE 2021 ARTS OF FASHION COMPETITION.

**50 SELECTED FASHION STUDENTS**, (*STILL ENROLLED IN A SCHOOL/UNIVERSITY ON THE DATE OF APRIL 1, 2021*), WILL HAVE THE OPPORTUNITY **TO SHOWCASE THEIR VISION IN A UNIQUE FASHION EVENT**, HOSTED AT THE **SAN FRANCISCO ASIAN ART MUSEUM**.

**WITHOUT GIVING UP THEIR DESIGN'S INTELLECTUAL PROPERTY RIGHTS**, STUDENTS WILL COMPETE WITH OTHER FASHION TALENTS **ON AN INTERNATIONAL SCALE** IN FRONT OF A HIGH-CALIBER PANEL OF CREATIVE DESIGNERS AND FASHION PROFESSIONALS FOR:

**SCHOLARSHIPS** TO THE ARTS OF FASHION 4-WEEK MASTERCLASS PROGRAMS IN PARIS AT THE MUSEUM LES ARTS DECORATIFS - LE LOUVRE AND **APPRENTICESHIP** OPPORTUNITIES WITH PRESTIGIOUS FASHION HOUSES, INCLUDING MAISON LESAGE (*PARIS*), MAISON LEMARIE (*PARIS*), MAISON MONTEX (*PARIS*), MANISH ARORA (*NEW DELHI*).

STUDENTS HAVE THE OPPORTUNITY TO SUBMIT AN APPLICATION SHOWING THEIR CREATIVE AND INNOVATIVE DESIGN POTENTIAL **AROUND THE THEME MOMENTUM**. (*THE THEME SHOULD NOT BE TAKEN LITERALLY. THE CHALLENGE IS ALSO TO INTERPRET MOMENTUM IN YOUR OWN WAY*)

TWO POSSIBLE CATEGORIES - **FASHION**: A MINI COLLECTION OF 3 OUTFITS IN MENSWEAR, OR WOMENSWEAR OR A MIX OF BOTH MEN'S AND WOMENSWEAR OR/AND - **ACCESSORIES**: A MINI COLLECTION OF 3 ACCESSORIES, INCLUDING BAGS, LUGGAGE, BELTS, HATS, SHOES, ETC.

**FIRST ROUND**: DESIGN A CAPSTONE COLLECTION OF 3 SILHOUETTES/LOOKS.

EVERY SUBMISSION MUST INCLUDE THE FOLLOWING:

- 1 PAGE OF THE 3 ILLUSTRATIONS OR PLAN OF COLLECTION OR LINE UP (*1 PAGE*)
- 1 PAGE FOR EACH SILHOUETTE - ILLUSTRATION (*3 PAGES*)
- 1 PAGE FOR EACH SILHOUETTE - FLATS/TECHNICAL DESIGNS (*3 PAGES*)
- 1 PAGE FOR THE FABRIC AND MATERIAL SWATCHES (*NO PHOTOCOPY*) (*1 OR 2 PAGES*)
- 1 PAGE FOR THE VISUAL DEVELOPED CONCEPT OR MOOD BOARD (*1 OR 2 PAGES*)
- 1 PAGE FOR THE SHORT WRITTEN CONCEPT WITH A TITLE - ALL IN ENGLISH - (*1 PAGE*)
- 1 RESUME / CV OF THE APPLICANT (*1 PAGE*)
- 1 STUDENT ID OF THE APPLICANT (*PHOTOCOPY*) 2020/2021 (*1 PAGE*)

PAGE FORMAT

- 8.5" X 11" OR A4 / LETTER - **SEPARATE PAGES** (*NO BINDING AND NO MOUNTING*)
- NAME, SCHOOL, EMAIL ADDRESS, CELL PHONE NUMBER SHOULD BE **WRITTEN ON THE BACK OF EACH PAGE** WITH A VERY LIGHT PENCIL.

PLEASE MAIL ALL YOUR DESIGN PROPOSAL IN A STURDY CARDBOARD ENVELOPE TO AVOID ANY DAMAGE. SEND IT AS DOCUMENTS AND DO NOT DECLARE ANY VALUE BECAUSE IT IS NOT COMMERCIAL - OTHERWISE YOU WILL HAVE TO PAY TAXES.

**DEADLINE TO MAIL PROJECT: APRIL 1, 2021**

## REGISTER NOW

THE ONLINE REGISTRATION IS NOW OPEN, (APPLICATION FEE: \$50)  
**ARTS-OF-FASHION.ORG**

**SINCE 2002** - *THE COMPETITION EXISTS TO PROMOTE AND REWARD CREATIVITY AND INVENTIVENESS; DISCOVER YOUNG TALENT AND FACILITATE CAREERS; ESTABLISH ENRICHING CONTACTS AND EXCHANGES BETWEEN DIFFERENT COUNTRIES, SCHOOLS AND UNIVERSITIES.*

## IMPORTANT DATES

### FIRST ROUND

DEADLINE TO MAIL PROJECT  
POST MARKED **APRIL 1, 2021**

FIRST JURY SESSION  
**MAY 2021**

RESULTS POSTED ON WEBSITE  
**JUNE 2021**

### SECOND ROUND

CONSTRUCTION OF 2 SILHOUETTES /  
2 ACCESSORIES FROM THE SELECTED  
CAPSTONE COLLECTION PROJECT.

DEADLINE TO RECEIVE GARMENTS  
**SEPTEMBER 15, 2021**

THE COMPETITION EVENT TAKES  
PLACE IN DECEMBER 2021 DURING  
THE ARTS OF FASHION FOUNDATION  
SYMPOSIUM HOSTED AT THE SAN  
FRANCISCO ASIAN ART MUSEUM.

VISIT THE ARTS OF FASHION  
FOUNDATION WEBSITE, FOLLOW  
US ON INSTAGRAM TO SEE PHOTOS  
FROM PREVIOUS YEARS AND WORK  
OF PAST WINNERS.

**CONTACT-US@ARTS-OF-FASHION.ORG**