



*I have always recognised Mittelmoda's high values, worth and history, long before being nominated President in August 2008. I consider Mittelmoda a real brand, very active in keeping the contacts with the fashion design schools all over the world, with constant dialogue, rich in innovation and in fashion sensibilities. **I will support it with energy.** The professional expertise of Mittelmoda team has bridged over the years the Fashion Award into a not-to-be-missed event for any experts in fashion scouting; an event that aimed to reach the great international level we now recognize, even more extraordinary since inserted in the small reality of Gorizia, part of the bigger regional context of Friuli Venezia Giulia, which has been able to translate with coherence the high values of the tradition into a contemporary key.*

Matteo Marzotto_President MIL

MITTELMODA_THE FASHION AWARD 2010

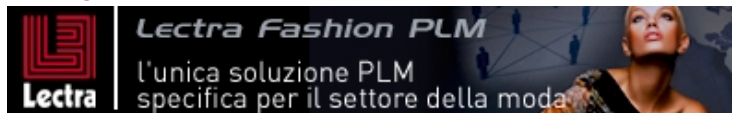
FASHION & ACCESSORIES COMPETITION

18TH EDITION

GORIZIA, INTERNATIONAL FASHION SHOW

1ST JULY 2010

**SPECIAL PREVIEW: 25 FEBRUARY, MILANO COLLEZIONI DONNA
TEMPORARY ATELIER LECTRA**



SPECIAL POSTVIEW: SEPTEMBER, MILANO COLLEZIONI DONNA

COMPETITION RULES



ART. 1 - ORGANISATION

The competition is promoted by **Mittelmoda International Lab** in collaboration with Camera Nazionale della Moda Italiana and SMI - Sistema Moda Italia.



ART. 2 - APPLICATION REQUIREMENTS

The competition is open to the following categories:

- students in their last year at college** (undergraduate and post-graduate level) who will graduate (or get a Diploma) in 2010 as fashion designers.
- young **fashion designers** either graduates of Fashion Schools or in their early career - in house or self-employed



ART. 3 – PRE-ENTRIES

All candidates must **pre-register** on-line by completing the **application form** to be found on <http://www.mittelmoda.com/> under 'To Apply', **no later than 20 March 2010**.



ART. 4 – ENTRIES

Once pre-registration is granted, the candidate will be required to submit ALL the following qualifying documentation to the Mittelmoda offices, to arrive no later than **Friday 2nd April 2010**:

- a) a printed copy of the **application form, typed out in every part, signed and completed with a personal passport size photograph**. The application can be downloaded from <http://www.mittelmoda.com/> in the section '**To Apply**';
- b) a **signed and dated copy of this COMPETITION RULES document**;
- c) a **professionally bound portfolio in A4 (cm 21x29,7) format** containing:
 - **the drawings - in two copies** (or coloured photocopies) - **of a minimum of 5 OUTFITS complete with ACCESSORIES**. Each drawing must be NUMBERED and marked at the back with the NAME and SURNAME of the designer and its COMPLETE TECHNICAL DESCRIPTION on the back., in no more than 250 words. Each accessory must clearly match with a numbered outfit;
 - **a text detailing the concept of the collection in no more than 250 words**
 - **colour specifications and fabric samples**;
 - **a detailed CV** (typed in English);
- d) for **students**: a photocopy of their degree (if already in possession of the candidate) or a certificate proving they are attending college;
- e) for **fashion designers**: a certificate proving they are actually working as professional designers, for their own or other fashion companies; any article and/or feature about the participant appeared on magazine/s (if any); personal promotional cards and business cards (optional). It is also possible to send personalised presentations differing from the required one but only as additional material.

NB. PORTFOLIOS WILL NOT BE SENT BACK. CANDIDATES ARE ADVISED TO SEND COPIES OF THE ORIGINALS IF THIS IS AN ISSUE.

- f) a **CD-Rom, clearly marked with the candidate's name, containing**:
 - **scans of the drawings, digital photographs and/or other visual assets pertinent to the participating and - if appropriate - previous collections, complete with accessories**; These must be separated into **two separate folders, clearly labelled '72 dpi' (containing 72dpi files of approximately 15x10 cm) and '300 dpi' (containing the same images in 300 dpi and approximately 30x20 cm)**
 - a **digital passport photo**;
 - a **copy of the CV**;
 - any additional material that might be considered interesting of your work and style;

NB. CANDIDATES MAY SEND ONE PROTOTYPE OF THE MOST REPRESENTATIVE OUTFIT OF THE ENROLLED COLLECTION. PLEASE NOTE THAT PROTOTYPES WILL NOT BE RETURNED AND WILL BECOME PART OF THE MITTELMODA'S ARCHIVES.

If any of the above items is missing or late, participation will be denied.

All material must reach our offices by
2nd April 2010

In order to avoid delays or losses, the Organisation encourages participants to submit their entries by courier or by priority mail, specifying that the content of the packages is of no commercial value. Please remember if needed, to declare responsibility for custom fees by ticking the apposite box on the shipment document, as Mittelmoda will not pay custom fees on arrival and will therefore be forced to refuse the shipment.

All the works (outfits + accessories) enrolled by the finalists will be presented to the jury and submitted to their judging for the awarding of the prizes. In case of necessity, either to comply with the guidelines of the Fashion Show's Director or to meet the availability of the models, the Organisation reserves the possibility to decide the exact and ultimate number of outfits per finalist to be showcased on the catwalk. In case a choice is needed, the suggestions of the finalists would be respected as much as possible. Candidates are therefore asked to specify the number of the enrolled sketches and to clearly indicate if menswear or womenswear.

Contestants will have to hand in their collections complete with accessories upon their arrival at the Mittelmoda 2010 location; each outfit will have to be hung on a hanger (with corresponding name and surname) in a plastic dress cover (with corresponding name and surname) together with a photo and/or a sketch of the same outfit. We inform that on a general level **it will not be possible to send the collection** in advance by courier.



ART. 7 - JURY AND PRIZES

Mittelmoda the fashion award's jury will include renowned national and international fashion experts. Selection criteria will include: **creativity, internationality and feasibility**. In the final phase, judging criteria will include the correct execution of the items in accordance with the Competition Rules, too.

The Jury will award the following ABSOLUTE PRIZES for the best collections:

_ 1ST PRIZE MITTELMODA AWARD OF EURO 10.000 OFFERED BY MITTELMODA INTERNATIONAL LAB AND LECTRA ITALIA

_ SMI – SISTEMA MODA ITALIA AWARD OF EURO 5.000 OFFERED BY SMI – SISTEMA MODA ITALIA AND FONDAZIONE INDUSTRIE COTONE LINO FOR THE COLLECTION SHOWING THE BEST RESEARCH

_ CAMERA NAZIONALE DELLA MODA ITALIANA AWARD OF EURO 2.500 OFFERED BY CAMERA NAZIONALE DELLA MODA ITALIANA AWARD FOR THE MOST CREATIVE COLLECTION

The 1st Prize winner will be also awarded:

Kaledo Suite _ Value of 3200 Euro + three-day training at Lectra Spa

Visual Box Prize _ Press Review Monitoring for an year

AND the following Special Prizes:

- a) **Levi's® Award** of value of **Euro 5000** for the womenswear collection that best captures the unique spirit of contemporary denim, while upholding timeless design and craftsmanship standards. A supporting document is required. CONTACT THE ORGANISATION FOR FURTHER DETAILS OR CHECK ENCLOSED BRIEF
- b) **Italian Fabric Award** for the creation of a capsule brand-new collection interpreting the characteristics of linen, cotton and fabrics for shirts. All the fabrics will be supplied by the Companies associated to Centro Lino Italiano and Shirt Avenue. The winning designer will have the possibility to showcase his/her creation during Milano Unica <http://www.milanounica.it>, Milan next February 2011. CONTACT THE ORGANISATION FOR FURTHER DETAILS.
- c) **H&M Award** of **Euro 2000** for the most global and innovative collection offered by **Hennes&Mauritz**.
- d) **Furla Accessory Award** of **Euro 2000** offered by **FURLA SPA** for the most innovative accessory collection in concept, functionality, aesthetics, and in the fabrics' experimentation.
- e) **Otago Polytechnic Scholarship Award**, roundtrip tick. + 8 weeks scholarship (to be taken before November 2010) for the collection which shows innovation in the use of materials and methods offered by **OTAGO POLYTECHNIC Dunedin_ New Zealand**.
- f) **Clam Award** _ advertising coverage in Clammag October issue – value of Euro 6.000 - for the designer who acts and creates most in the Clam spirit, offered by CLAMMAG.
- g) **Wedding Italian Style Award** of Euro 2500 for the best Wedding Gown offered by the Club WIS (Sistema Moda Italia).

Other Special Prizes will be added in the months to come and, in this case, either promptly communicated through the official Mittelmoda's website - www.mittelmoda.com - and announced to the Colleges' Professors and PRs by the Organisation. Participants are invited to constantly check the Competition Rules for updates.

Please note that in case of internships and collaborations offered by fashion houses and companies, either by those which are members of the Mittelmoda International Lab and by others which are not, Mittelmoda will offer its support and collaboration for the best management of the contacts and agreements between the parts but it will not be responsible for problems or dissatisfactions which might incur between the parties.



ART. 8 - ACCOMMODATION EXPENSES

Mittelmoda will pay for each single participant's accommodation expenses, according to the programme. On the contrary, participants will have to pay for their travel expenses; some contributions for partial refunds of the travel expenses **might be** offered to participants proving, with certified documents, their inability to personally provide for their expenses. In case a contribution is requested, the Organisation will verify the authenticity of the documents and will try, if possible, to provide the requested contribution or a part of it. The organisation will disqualify participants who should have sent false documents. The organisers' decision on this matter is final and unquestionable. Finalists will also have to pay for all other expenses related to the trip. In case a group of two or more participants enters the competition, Mittelmoda will pay for the accommodation expenses of no more than 2 persons per group.



ART. 9 - OWNERSHIP OF THE GARMENTS

All the garments will remain property of the participants, though Mittelmoda reserves all publishing rights. Besides, the Organisation, upon their authorization, reserves the right to keep the garments and the material sent by the finalists for a maximum of six months, to be able to submit them to the examination of fashion houses, for fashion shows, for press and television features, for exhibitions or other possible occasions aiming at promoting both the event and the designers.



ART. 10 - RESPONSIBILITIES

Mittelmoda International Lab cannot be held responsible for any damage or theft of garments or designs that may occur during transport, selections, the show in Gorizia or any different location, or during the period in which the garments are kept (see Article 9).



ART. 11 - FASHION SHOW

The **final award fashion show** will take place in **Gorizia**, on **Thursday 1st July 2010**, unless the programme or the location are modified, in which case contestants will be promptly notified by the organisers.



ART. 12 - ARRIVAL AND DEPARTURE

Participants are requested to arrive in Gorizia between **Tuesday 29 afternoon** and **Wednesday 30 morning June 2010**; departures should be scheduled for Friday 2nd July 2010. **Designers selected for the competition will be sent a detailed programme and all relevant information on the event immediately after the selections.**



ART. 13 - ACCEPTANCE OF THE REGULATIONS

The signing of these regulations and of the related application form implies their full acceptance (art. 1-13).

Signature for acceptance of these Regulations _____

Date _____

Promoted by





MITTELMODA _THE FASHION AWARD 2010
FASHION & ACCESSORIES COMPETITION

18TH EDITION
GORIZIA, INTERNATIONAL FASHION SHOW
1ST JULY 2010

SPECIAL PREVIEW: 25 FEBRUARY, MILANO COLLEZIONI DONNA
TEMPORARY ATELIER LECTRA



SPECIAL POSTVIEW: SEPTEMBER, MILANO COLLEZIONI DONNA

APPLICATION FORM

(Please type out this form in every part or write in capital letters; otherwise your participation will be denied)



Personal details:

NAME: _____ SURNAME: _____
ADDRESS: _____ n° _____ POSTCODE: _____
CITY: _____ COUNTRY: _____
PHONE n°: _____ FAX n°: _____ WEBSITE _____
(with int'l code) (with int'l code)
MOB. n°: _____ EMAIL: _____
Skype _____ MySpace/Facebook (or other networks) _____
DATE OF BIRTH: _____ PLACE OF BIRTH: _____
NATIONALITY: _____ SOCIAL SECURITY NUMBER: _____
PASSAPORT N°: _____ LANGUAGES SPOKEN: _____



Education details:

COLLEGE (regarding the object of this competition) **YOU ARE FROM:**

FULL NAME OF THE GRADUATION COURSE:

GRADUATED IN YEAR _____ **month** _____

I'M ATTENDING THE LAST YEAR AND WILL GRADUATE IN 2010, month _____

SCHOOL ADDRESS AND CONTACTS: _____

TUTOR'S NAME, PHONE, FAX N° and @: _____

POSSIBLE COLLEGE PREVIOUSLY ATTENDED: _____
FINISHED IN YEAR _____ month



Competition details:

CATEGORY & STYLE

- HIGH-FASHION
PRET-A'-PORTER
AVANT-GARDE/EXPERIMENTAL
STREET STYLE
JEUN CREATEUR

OUTFITS' COLLECTION

- MENSWEAR N° of outfits _____
 WOMENSWEAR N° of outfits _____

Overall N° of outfits (min 5) _____

OUTFITS' FABRICS

- Cotton Linen Leather Fur Silk Synthetic
Knitwear Other

ACCESSORIES' COLLECTION

- BAGS N° _____ SHOES N° _____ BELTS N° _____
 SUN/GLASSES N° _____ JEWELLERY N° _____ OTHER N° _____

YES – My collection will be ready by June 2010



Special projects:

I want to be informed about Mittelmoda International Lab various special projects happening during the year

- YES NO



Possible internships:

I am interested in attending possible internships offered by the fashion houses

- YES where preferably _____ NO

The undersigning of these regulations and of the related application form implies their full acceptance (art. 1-13) and the acceptance of the Italian Law 96/2003 concerning the treatment of personal data.

DATE _____

SIGNATURE _____