

REDRESS DESIGN AWARD

Do you have what it takes to rethink fashion?



REDRESS
DESIGN AWARD



The Redress Design Award (formerly the EcoChic Design Award) is a sustainable fashion design competition inspiring emerging fashion designers and students to create high-appeal clothing with minimal textile waste. Designers are educated with the theory and techniques to enable them to create high appeal clothing via the sustainable design techniques of zero-waste, up-cycling and reconstruction, and through the sourcing of textile waste for their collections. The competition puts emerging sustainable design talent in the spotlight, creating a platform for the next generation of designers to cut waste out of fashion.

The 2018 competition cycle is open to fashion designers with less than three years' professional fashion design experience and fashion students around the globe. A total of ten finalists will be selected to come to Hong Kong in early September 2018 to showcase their minimal waste collections at HKTDC Hong Kong's Fashion Week CENTRESTAGE where career-changing prizes will be awarded.

WIN A UNIQUE EXPERIENCE



First Prize:

[The Redress Design Award 2018 with The R Collective](#)

Win the chance to join the team of fashion game-changers at The R Collective, the new up-cycled fashion brand born from Redress, to create your up-cycled collection for retail.



Second Prize:

[The Redress Design Award 2018 Mentorship with Orsola De Castro](#)

Receive a tailored mentorship with distinguished sustainable fashion designer and competition judge

OTHER PRIZES

PRIZES FOR ALL SEMI-FINALISTS

- Promotion across Redress' marketing channels
- Access to the Redress Design Award Alumni network which provides regular opportunities to develop your sustainable fashion career

PRIZES FOR ALL FINALISTS

- Present their sustainable collections at HKTDC Hong Kong's Fashion Week CENTRESTAGE
- Enjoy a whirlwind educational all-expenses paid trip to Hong Kong
- Have their designs shot in Hong Kong by a renowned photographer and styled by an influential stylist
- Have designs showcased under the international public's spotlight in an exhibition after the Grand Final concludes
- A selection of fashion books from Bloomsbury Publishing
- Receive a two-hour mentorship with a sustainable fashion expert to help nurture their future career development
- Star in Redress' new documentary TV series, Frontline Fashion



TIMELINE

8 JAN – 13 MAR 2018

Open application

17 APR 2018

30 semi-finalists announced

15 MAY 2018

10 finalists announced

EARLY SEPT 2018

Grand Final Week in Hong Kong



WHAT IS THE COMPETITION DESIGN BRIEF?

Do you have what it takes to rethink fashion?

You are tasked to create a sustainable collection to transform how contemporary, fashion-loving, confident women dress. Your designs must inspire The R Collective's customers – who are optimistic trailblazers ranging from entrepreneurs and business leaders, to passionate change-makers in their own right. Your collection should create a new relationship to fashion that unites an appreciation of style with a deeper aspiration for positive change for the planet.

ALL DESIGNS MUST SHOW EVIDENCE OF:

- Re-inventing fashion by using one or more of the sustainable design techniques of zero-waste, up-cycling and reconstruction
- Reclaiming textile 'waste' in unexpected ways
- Reflecting opportunities for reproducibility, scalability and marketability
- Re-imagining sustainable design strategies and innovations to improve the garment's lifecycle

TO WIN, YOU MUST:

- Create three ready-to-wear outfit sketches (complete outfits not necessary at this stage) for your application for construction using textile waste. If you are successful in becoming one of the ten finalists, you must then make these three ready-to-wear sketches into complete outfits, together with an additional complete ready-to-wear outfit and one showpiece for the grand final fashion show.
- Impress the judges. For the Open Application and Semi-Final judging, your designs will be scored in three categories 1) Creativity and originality, 2) Sustainability and 3) Marketability - based on the creative design brief. For the Grand Final judging, an additional category of Workmanship will be added when the judges view your collection in person. During the grand final trip you will also be observed in order to assess your understanding and application of sustainable design strategies and processes during the various challenges.

The competition's design techniques and textile requirements:

Applicants must use one or more of the three sustainable design techniques detailed below throughout their collection. Applicants can also combine the techniques within any of their garments.

Applicants must source 100% textile waste for use in their collection.



APPLY BY 13 MARCH 2018

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