



## IN THE FOOTSTEPS OF DIOR

**DOES YOUR SCHOOL OR COLLEGE HAVE ANY BUDDING FASHION DESIGNERS? IS FASHION DESIGN AN AREA THAT YOUR STUDENTS ARE INTERESTED IN? IF SO, THEN YOU WON'T WANT TO MISS OUR LATEST SCHOOLS FASHION DESIGN COMPETITION!**

The chosen theme for this year's competition is 'In the Footsteps of Dior'. Taking inspiration from Christian Dior: Designer of Dreams, the V&A's most successful exhibition ever, students are asked to research the House of Dior and present their application to take over the helm from Maria Grazi Chiuri as the current Creative Director of Dior!

### PRIZES

- Overall Winning School:** A fabulous sewing machine for their D&T department.
- 1st Prize Student:** £75.00 worth of design and craft books, threads and a crafting goody bag.
- 2nd Prize Student:** £50.00 worth of design and craft books, threads and a crafting goody bag.
- 3rd Prize Student:** £25.00 worth of design and craft books, threads and a crafting goody bag.

### JUDGING

Will take place at the Fashion & Embroidery show on Friday 20th March 2020, at the NEC Birmingham.

**PLEASE NOTE** The competition is open to students aged between 13 and 18 only

# DESIGN BRIEF

You are applying to take the reigns of the House of Dior as Design Director, research the background to Dior and the subsequent designers who have held the post to present day, showing you have understood their varying styles and then make your presentation to the 'House of Dior' – or rather the competition judges.

## USING VARIOUS MEDIA WE WOULD LIKE ALL ENTRANTS TO PRODUCE THREE A3 MOOD BOARDS:

### BOARD 1:

This mood board should reflect their chosen direction. We would like to see the thought process through the use of imagery, colour palette, shape, and clarification that they have understood the clientele. They will need to think about this carefully and get creative with their layout.

### BOARD 2:

Using their mood board as inspiration we would like the student to design three pieces of evening attire – Sketch three complete designs for male or female, bearing in mind that these three outfits could be a collection. These initial designs should have notes on colour, fabric, details, etc, and show development and links to their final design.

### BOARD 3:

Finally, we would like the student to select one of their sketches to create a 'Final Design'. If selected as a finalist, this is the garment that they will make up and produce. Please include both front and back views, colour choices, fabric swatches and a brief description of the final design.



# HOW TO ENTER

## STAGE 1

Following the outlined design brief, we want to see your students' sketches and mood boards with fabric ideas and notes on how they arrived at their final design.

**DEADLINE** Complete the online application form and photo consent form for ICHF Events – See Competitions at [www.ichf.co.uk](http://www.ichf.co.uk). Post completed design sketch/mood board entries to Brenda Killigrew to arrive **by 31st January 2020** at the following address:

FAO Brenda Killigrew, IDC, 17-21 Worcester Road,  
Bromsgrove, Worcester B61 7DL

**Email:** [brenda@inkberrowdesigncentre.co.uk](mailto:brenda@inkberrowdesigncentre.co.uk)

The student's name and school must be written on the back of EACH piece of work, plus the teacher's email and telephone number for identification.

**NOTE: Before sending off entries, please ensure that you have photographed or photocopied all work, to guarantee that you have a record of what you have entered for each student.**

## STAGE 2

Ten finalists will be selected from the mood boards, and they will be asked to make up their Final Design. The Final takes place at the Fashion & Embroidery show, NEC Birmingham on 20 March 2020. The finalists' garments need to arrive at the show by 10.30am on this day (either in person or sent in advance). The judges will look at the make up of each garment and how it relates to the brief and the contestants proposed Final Design. All the finalists' garments will be paraded on the lunchtime catwalk, worn either by the students themselves, or if they prefer by a model. The students will be notified by 3rd February, which will give them six weeks to construct their design pieces.

# RULES & REGULATIONS

- The entry must be entirely the student's own work.
- All entries must be received by 31st January 2020.
- Judging will take place Friday 20th March at the Fashion & Embroidery show. The judges' decision is final and no correspondence will be entered into.
- The winners will be announced and prizes presented on the Friday at the end of the competition. If the winners are not in attendance, the prizes will be dispatched to them, as soon as possible after the show.
- Entrants must be prepared to have their sketches and mood boards displayed at the Fashion & Embroidery show at the NEC Birmingham for the entire length of the show.
- If you wish to have your sketches and mood boards returned to you after the show, please supply a suitable SAE with your full school address, telephone number and email.
- While reasonable care will be taken with the security of all exhibits, the Organisers' and IDC will not be held responsible for any loss or damage to exhibits, equipment or personal effects.
- By entering competition and allowing work to be shown at the Fashion & Embroidery show, PLEASE BE AWARE that photographs or copies may be taken by any person or visitor, and realise that your designs/work may be reproduced, but you will not hold ICHF or its employees' liable in any way should this occur.
- Entrants must also be prepared to have their work photographed and featured in ICHF, and the sponsors, literature and websites. A Photo Consent form must be completed, signed and duly returned with entry.

## ENTRY FORM AND PHOTO CONSENT FORM

Please complete one Online Entry Form for each entrant. **A photo consent form MUST BE COMPLETED and returned with each entry to ICHF Events.**

See Competitions at [www.ichf.co.uk](http://www.ichf.co.uk)