

The 50th Japan Fashion Design Contest Entry Requirements

The Japan Fashion Design Contest with its long history and influence on the fashion world enters into its 50th year. It has discovered many promising talents and has served as a gateway to aspiring fashion designers.

As an improvement measure, last year the contest revised its application procedures and prizes. In addition to the top-most awards, specified / mentioned below, several interested companies have started conferring their own awards.

The Japan Fashion Design Contest is now open for application. Fashion-major students, young talents engaged in fashion, as well as high school students are all invited!

[Members of Jury (in alphabetical order of surnames)]

Tamae Hirokawa: Designer, SOMARTA

Hanae Mori: Fashion designer

Kunihiko Morinaga: Designer, ANREALAGE

Akira Naito: President, Boutique-sha, Inc.

Takuro Ogasawara: Journalist, SenkenShinbun:

Kazuyuki Yamamuro: Chief Editor, INFAS Publications, WWD Japan

For Application and further enquiry, please contact the following:

“The Committee for the Japan Fashion Design Contest”

General Foundation Dressmaker Association for the Promotion of Fashion Education

Sugino Gakuen Incorporated Educational Institution

4-6-19 Kamiosaki, Shinagawa-ku, Tokyo 141-0021

Tel. phone: (03)3491-8151

<http://www.sugino.ac.jp/>

[Rules and Regulations]

- 1) The theme is open to personal choice.
- 2) Designs must be connected to one of the following categories: Womens wear or menswear.
(Please specify in the application form).
A maximum of 5 items may be chosen by the applicants. They must not have been previously displayed in public.
- 3) Designs must be illustrated in color on B4-size paper (36.4 centimeters long and 25.7 centimeters wide).
- 4) Application forms must be completed and attached to the back of each design illustration.
(Incomplete application forms will not be accepted.)
- 5) Design sheets must not be folded or bent.
- 6) Submitted designs will not be returned.

[Participation Qualifications]

Participants must be students or general public, excluding those who have presented own fashion collections.

[Deadline for Entry]

All entries must reach the organizer by Friday, July the 13th, 2012.

[Selection Procedures]

- 1) All the submitted designs will enter the first round of competition.
The winners of the first round will be notified about the final competition entry details by mid-August 2012.
- 2) Winners of the first round will be required to create garments based on their designs, which must be submitted to the organizer by Friday, October the 12th, 2012.
- 3) The submissions will be presented for final judgment at SUGINO HALL on Saturday, October the 13th, 2012.
The winners of the prizes will participate in the award ceremony.

*The organizer reserves the right to use the submitted design illustrations, photos and images of the garments.

[Awards and Prizes]

One Minister of MEXT Award:

which includes a certificate, trophy and a cash prize of 1 million yen

One Governor of Tokyo Award:

which includes a certificate, trophy and a cash prize of 300,000 yen

One Yoshiko Sugino Award:

which includes a certificate, trophy and a cash prize of 300,000 yen

Two Special Awards:

each of which includes a certificate, an inscribed plaque, and a cash prize of 100,000 yen

* All the winners of the above awards will also be given free entry tickets to the Paris Collection.

* In addition to the above, several company awards (that include a certificate and a memorial gift) will also be conferred.

[Rules and Regulations]

- 1) The theme is open to personal choice.
- 2) Illustrations (a maximum of 5) must not have been previously displayed in public.
- 3) Designs must be in color, draw on B4-size paper (36.4 centimeters long and 25.7 centimeters wide).
- 4) Application forms must be fully-completed and attached to the back of each design illustration.
- 5) Design sheets must not be folded or bent.
- 6) Submitted designs will not be returned.

[Participation Qualifications]

Participants must be high school students or equivalents.

[Deadline for Entry]

All entries, along with the application forms, must reach the organizer by Friday, September the 7th, 2012.

[Selection Procedure]

- 1) Winners of the first round of competition will be notified by Friday, September the 28th, 2012.
- 2) All the selected illustrations will be exhibited at SUGINO HALL on Saturday, October the 13th, 2012 as entries for the final judgment for the following awards. The winners of the prizes will participate in the award ceremony.

*The organizer reserves the right to use the submitted design illustrations.

[Awards and Prizes]

One Minister of MEXT Award:

which includes a certificate, trophy and an additional gift

One Governor of Tokyo Award:

which includes a certificate, trophy and an additional gift

One Yoshiko Sugino Award:

which includes a certificate, trophy and an additional gift

Two Special Awards:

each of which includes a certificate, an inscribed plaque and an additional gift

*All of the above winners will also be given free tickets to the Tokyo Collection.