



21 | years of
Mittelmoda





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 Mittelmoda

Mittelmoda / the fashion award 2013
Fashion & Accessories Competition

.....
21st edition / New Format
International Fashion Show

.....
Exact date to be communicated / check website for updates



twentyoneyearsofmittelmoda



COMPETITION RULES

ART. 1 / ORGANISATION

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

ART. 2 / APPLICATION REQUIREMENTS

The competition is open to the following categories:

- a) **students in their last year at college**
(undergraduate and post-graduate level) who will graduate (or get a Diploma) in 2013 as fashion designers.
- b) **young fashion designers**
either graduates of Fashion Colleges 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 www.mittelmoda.com under 'To Apply', **no later than 31 May 2013**.

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 **Saturday 8th June 2013**:

- 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 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 format (cm 21x29,7)** 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); for **students**: a photocopy of their degree (if already in possession of the candidate) or a certificate proving they are attending college; 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;
- d) possibly a **prototype of 1 item of the collection (optional)**;

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NB. Submitted Portfolios (compulsory) and Prototypes (optional) will not be sent back for any reason and they will become part of the permanent archive of Mittelmoda. Candidates are advised to send copies of the originals if this is an issue.

e) 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);

▲ **VERY IMPORTANT: a high quality** (better if in full HD) **short video of self-presentation about personal and professional experience!**

▲ **a digital passport photo;**

▲ **a copy of the CV;**

▲ any additional material that might be considered interesting of your work and style;

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

All material must reach our offices by **Saturday 8th June 2013**

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 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.

• **Please send to the following address:**

Veronica Dall'Osso and **Stefano Sopolza** / MITTELMODA INTERNATIONAL LAB / c/o CAMERA DI COMMERCIO
Via Gramsci, 2/4 / 34071 Cormons (GO) / ITALY

In case of selection, all material (sketches, photos etc.) sent by the applicants will be used to create the event catalogue, and all the participants' portfolios might be used both to introduce participants to fashion houses willing to meet new designers and for communicational and promotional purposes with the press at international level. Therefore, candidates are asked to send material which is suitable for promotional purposes (files saved in jpeg and/or in tiff at 300 dpi). The organisation will not use material which does not correspond to the required format and indications, even when belonging to selected finalists.

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ART. 5 / -OUTFITS ENTERED-

CREATION: The garments and the accessories presented for the competition must correspond exactly to the drawings and to the specifications enrolled and **must be made by the designers themselves**. Correct and accurate execution of the garments is essential.

SIZE: The OUTFITS presented must be:

MEN'S Italian size 48/50
HEIGHT: 73 inch / 185 cm
CHEST: 40 inch / 102 cm
WAIST: 32 inch / 82 cm
HIPS: 39.5 inch / 101 cm

WOMEN'S Italian size 40/42
HEIGHT: 69 inch / 177 cm
CHEST: 35 inch / 89.5 cm
WAIST: 25 inch / 64 cm
HIPS: 36 inch / 91.5 cm

SHOES: Presented must be:

MEN'S: US 10 / UK 9

WOMEN'S: US 7 / UK 6

FABRICS: Any fabric or material may be used.

STYLE: Designers may choose among the following styles: **high-fashion, ready-to-wear, avant-garde/experimental, street style, jeun createur**.

SEASON: Participants are free to choose the season they prefer.

EXCLUSION-CONTROVERSIES: The Organisation has the right to exclude from the competition those garments or accessories which are not made according to the Competition Rules. The resolution of any possible controversy will be dealt with by an arbitral board consisting of one member from each party and a third member appointed by the Presiding Judge of Gorizia.

ART. 6 / -SELECTIONS-

In **June**, a Jury will examine all the material received. The results will be promptly published online on www.mittelmoda.com **under the 'News' section** and all **selected candidates will be immediately notified by the organizers** and will receive a **detailed programme**, including all the necessary information on their stay during the Mittelmoda finals. Each participant is responsible for providing his/her complete contact details and notifying the Organization of any change.

Selected candidates will be invited to take part in the finals and will be asked to create their collections (OUTFITS + ACCESSORIES) to be shown on Mittelmoda's catwalk in a collective fashion show (exact date to be communicated through the website and to all the selected finalists). All the candidates are informed that, in case of selection for the competition finals, **they will be asked to promptly provide the organisers with one or two photographs of outfits + accessories belonging to the collection enrolled in the**

COMPETITION RULES

competition and/or any other photographic, video or multimedia material according to the timing and needs requested by the organisers being the signing of these regulations binding in this sense. The Organisation reserves the right to exclude any selected contestant from participation if the above-mentioned rule is not respected.

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 2013 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

COMPETITION RULES

AND Some Other Special Prizes

which will be added shortly and 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 Website and 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 / ~~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. 9 / ~~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 or any different location, or during the period in which the garments are kept (see Article 8).

ART. 10 / ~~FASHION SHOW~~

The exact date will be communicated through the website and individually to all the selected finalists.

ART. 11 / ~~ARRIVAL AND DEPARTURE~~

Designers selected for the competition will be sent a detailed programme and all relevant information for their arrival and permanence for the event immediately after the selections in June 2013.

ART. 12 / ~~ACCEPTANCE OF THE REGULATIONS~~

The signing of these regulations and of the related application form implies their full acceptance (art. 1-12).

Signature for acceptance of these Regulations / / Date /

PERSONAL PHOTO
(PASSPORT SIZE
- PLEASE GLUE IT
HERE)

APPLICATION FORM

N° / 13
space reserved to the organization

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: *with int'l code* FAX n: *with int'l code* WEBSITE:
MOB. n: EMAIL:
Skype: MySpace/Fb (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 2013, month
SCHOOL ADDRESS AND CONTACTS:
.....
TUTOR'S NAME, PHONE, FAX n and email:
.....
POSSIBLE COLLEGE PREVIOUSLY ATTENDED:
FINISHED IN YEAR: MONTH:

APPLICATION FORM

Competition details:

CATEGORY & STYLE

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

Outfits' collection:

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

OUTFITS' FABRICS

- Cotton Leather Silk Knitwear
 Linen Fur Synthetic Other

ACCESSORIES' COLLECTION

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

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
 NO

The undersigning of these regulations and of the related application form implies their full acceptance (art. 1-12)
and the acceptance of the Italian Law 96/2003 concerning the treatment of personal data.

Signature / / Date /