

6th World Etiquette Culture Festival

2017 China International Ceremonial Dress Design Contest - Instructions

About the Contest

The China International Dress Design Contest (CICDDC) is part of the 6th China World Etiquette Culture Festival (WECF). Starting in 2012, the contest enjoys the reputation of being one of the most influential, authoritative and classic fashion design contests held within mainland China.

The China International Ceremonial Dress Design Contest aims at assembling worldwide ceremonial dress by gathering excellent ideas of ceremonial dress design from all over the world, cultivating and promoting young talented designers, and dedicating to be one of the most influential dress design contests in China and abroad.

This year is the 6th anniversary of the World Etiquette Culture Festival and the contest organizing committee is hoping to find more young talented designers from abroad, and provide an international platform for them to exploit their talents and make their dreams come true. The contest is divided into two parts. Initially, 100 fashion designers will be invited to contribute with entry sketches (fashion illustrations) that have been made according to the requirements in this document. Secondly, the contest committee will select 20 excellent sketches to be made for the final competition at end of October 2017. Further info about financial aid, awards, design requirements and deadlines can be found in this document.



Contest Theme

“Crush on Red” is the topic for this year’s contest. “Red” is the symbolic color of China, both traditional cultures and modern society. And “Red” is also one of the most popular color world wide. The 2017 CICDDC aims to combine Red concept from all over the world to define the ideas about Red based on different culture background. We would like to invite world wide designers to display their creations about “Crush on Red”. How the traditional culture effects on modern concept of “Red”? How to elaborate Red with a diversified culture background?

Awards

- ✧ One Golden Award:
 - ◆ World Etiquette Festival annual award
- ✧ Six individual awards:
 - ◆ The Best Male Dress Design Award
 - ◆ The Best Female Dress Design Award
 - ◆ The Best Female Knit-wear Dress Design Award
 - ◆ The Best New Media Design Award
 - ◆ Handicraft Innovation Design Award
 - ◆ The Best Overseas Design Award
- ✧ Bonus:

The Golden Award, 30 000 CNY, plus the additional awards provided by committee.

The Individual Award, 5000 CNY, plus the additional awards provided by committee.
- ✧ Additional awards (aims to support the applicant in promoting their works):
 - ◆ China inStyle Expo 2016 VIP Guest Award
 - ◆ China National Designer’s Display Platform Award
 - ◆ International Fashion Design Expo Award
 - ◆ World Ceremonial Culture Center Contracted Guest Designer Award

Judge System

- ∞ 5 levels authoritative judge system: famous designers, industry leaders, enterprises leaders, celebrities and media people.

Instructions

1. Applicant Requirements

- ◆ Professional fashion design students or graduates (alumni)

◆ Independent designers.

2. Contest Deadlines

- 🕒 Sketch Entries deadline: July 10th;
- 🕒 Sketch Entries selection announcement date: End of July;
- 🕒 Final works Contribution deadline: 5 October (TBA.);
- 🕒 Contest Date: End of October (TBA);
- 🕒 Contest Location: Beijing, China.

3. Contest Entry Rules

1. Entries must be personal original work. No plagiarism is allowed, modified clothing included, and the items may not be reviewed by elsewhere;
2. Entries must not be published, exhibited or sold;
3. Finalists should follow appointed time and provide ready to wear costumes and accessories for models;
4. Each design sketch series may have no more than 2 creators in total;
5. The delivery fees should all be prepaid by the participant.

4. Contest Entry Requirements

1. Highlight the theme, enhance ceremonial and etiquette feature, elaborate garment craft details, and provide fabric and color matching scheme together with the fashion design illustrations;
2. Entries must include 3 ceremonial dress dresses, 1 for male, 1 for female and 1 for female knit-wear;
3. Entries should embody: Red concept, Chinese elements, modern multi-fashion culture combination, handicraft creation and the inheritance concept;
4. Nationality, name, sex, age, contact information, address, mobile and email address should be written on the back of the design sketches.
5. Design Sketch: Color design sketch (40cm*60cm) with styles figures, theme description and fabric sample (5cm*5cm), both electronic and handmade versions are acceptable;
6. Electronic contributions requirement: Accuracy: 400dpi/inch, Size: 210mm×285mm, Type: JPG/PDF/PSD;
7. Fill in details in the application form, sign it and send together with entry;

5. Fashion Design Contribution Instructions

1. Dress design items will only be required from the announced participants.
2. Mark author's name, subject clearly on the back of the dress design works;

3. Dress design works should be packed and delivered carefully. The host will not be responsible in case of any damage during the delivery;
4. Chose prepaid delivery, as payment upon arrival delivery will not be accepted. The host suggest the participant to bring the items personally upon arrival.
5. Further information will be given by the professional designer mentor contact.

6. Participant Rights

1. The participant will be offered accommodation during the competition.
2. The participant will have parts of their traffic expenses within China covered during the competition.
3. The participants selected for making the textile works may have their production costs sponsored by the committee. More details will be announced for finalists.
4. The participants selected for making the textile works can ask for a professional designer mentor contact in China for production consultation.

7. Host Right

1. The host is given the rights to promote, publish and exhibit the entries and contributions before and during the competition.
2. The host will be granted the ownership rights and the accompanying rights listed in §1 of the awarded entries and contributions after the competition is ended.
3. In case of any intellectual property issues regarding the entries and contributions, the participant agrees to undertake all the responsibilities.
4. Once the contributions have been promoted, published or exhibited, host will not take charge of any claim or complaint from any organization or person.
5. Contributions should be packed and delivered carefully, in case of any damage during the delivery. The host will take no responsibility for any issues regarding delivery.
6. Upon delivery of the contributions, the participant will be regarded as having agreed to follow the host rights and all the rules and regulations stated in this document and the application document.

8. Delivery Address and Contact Information

- Contribution Delivery Address: Room 108 Building B, No.652, Changshou Rd, Putuo district, Shanghai. Postcode: 200060
- Receiver: World Etiquette Dress Contest Committee
- Tel: 86-13661410340

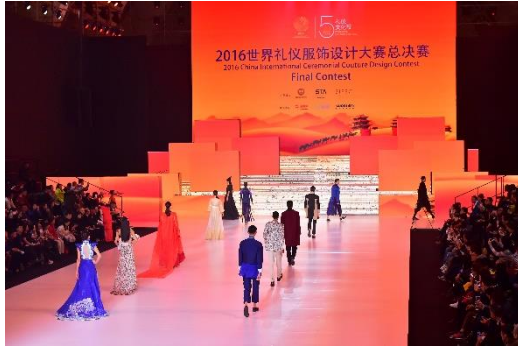
SIFEC

上海国际时尚 SHANGHAI INTERNATIONAL
教育中心 FASHION EDUCATION CENTER



STA
SHANGHAI
TEXTILE ASSOCIATION
上海纺织协会

- Contact person: Ms. Makayla
- E-mail: makayla@fiisc.org



World Etiquette Culture Contest Committee
May 18th, 2017

