



# FASHION FOR ALL

## 2018 AATCC/Runway of Dreams Foundation Student Design Competition



### SHOWCASE YOUR TALENT IN DESIGN TO WIN CASH, RECOGNITION AND EXPOSURE IN THE FASHION INDUSTRY!

- Design a clothing or accessory item that reimagines fashion and function for people who are seated/wheelchair users. This new item should enhance the everyday existence of the wearer and/or their caregiver.
- Please note this new item should not be a healing garment (e.g. pressure stocking, a garment that dispenses medication, or incorporates a heating or cooling pad.)
- Target consumer group is people who are seated/wheelchair users.
- Research your target market and reflect your knowledge of the consumer in your designs.
- Make the designs both fashionable and functional. Designs must be on-trend and meet a need for people with a physical disability.
- Create a color palette inspiration.
- Be creative – think outside the box!
- First, present your designs in a digital storyboard. Finalists will then be asked to produce a physical product or prototype and showcase the product in a 2-3 minute video. If a sample item is too costly to produce, create a 3-dimensional illustration and explain the process that would be used to produce the product. See [competition entry checklist](#) for guidelines.
- Only individual entries will be accepted – no groups.
- All undergraduates graduating AFTER May 2018 are eligible (graduating seniors are NOT eligible).
- You must be an AATCC member to enter; join [online](#) or submit [application](#) and US\$35.

Refer to the [Competition Entry Checklist](#) as a helpful guide.

Entries that do not meet ALL components of the checklist will be disqualified.

### AWARDS

- **1st place:** [Runway of Dreams Foundation](#) will award a minimum of US\$5,000 scholarship to the first place winner. The award will be given at the 3rd Annual Runway of Dreams Foundation Gala and Fashion Show in NYC in June 2018. The winner will have the opportunity to showcase their design before the top leaders in the fashion industry. Runway of Dreams Foundation will make travel and overnight hotel accommodations for the winner up to US\$1,000. Should the winner of the competition be an international student, this stipend will be adjusted accordingly.
- **2nd and 3rd place:** [Runway of Dreams Foundation](#) will award a US\$1,000 scholarship to both the 2nd and 3rd place winners.
- All winners will receive a written certificate of accomplishment and be publicized on AATCC and Runway of Dreams Foundation platforms including, newsletters, press releases, etc.
- All winners will be asked to submit a short video report (2-3 minutes) describing their academic and creative pursuits in fashion a year following receipt of the scholarship. Scholarship recipients will receive a report reminder in the spring.

All portions of the entry must be received by **December 1, 2017**.

Winners will be announced by March 2018.

### QUESTIONS

Manisha Patel [patelm@aatcc.org](mailto:patelm@aatcc.org)



### FACULTY NOTE

AATCC announces this competition during August anticipating that design, art, and merchandising faculty may incorporate it as a project for their fall curriculum. Faculty members are encouraged to assist students with the coordination of resources, and to act as liaisons with AATCC for this competition.

### PERMISSIONS

By entering the competition, you agree to allow AATCC and the Runway of Dreams Foundation to use photographs and/or digital imagery of your entry (and yourself should you be a winner) in print and electronic publications and press releases. By submitting a design to the contest, entrant grants the Sponsor (Runway of Dreams Foundation) a Right of First Offer to enter into a mutually agreeable agreement to commercialize the design.

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### COMPETITION ENTRY CHECKLIST

Entries that do not meet ALL components of the checklist will be disqualified

### COMPETITION TIMELINE:

**Phase I Entries:** Due by **December 1, 2017**

Finalists will be notified by January 17, 2018

**Finalist Entries:** Due by **February 21, 2018**

All winners will be notified by March 31, 2018

### STEP 1:

#### DESIGN YOUR APPAREL OR ACCESSORY ITEM

- Choose a color palette as inspiration for design(s)
- Research target consumer and products currently in the market to determine new approaches to meet specific needs
- Use technical sketches (CAD, hand drawn, etc.) to illustrate your piece(s)
- Use a combination of imagery and text to demonstrate the enhanced feature(s)
- Engineered or allover prints should be illustrated to show accurate placement and scale on the product(s)
- Include and describe garment features that are unique in the way they enhance the wearer or caregiver's daily experience with respect to the person's special circumstances. Emphasize not only functional features, but aesthetic features that are stylish and on-trend.

### STEP 2:

#### PRESENT DESIGNS IN A STORYBOARD

Create a single page PDF poster including the following elements:

- Entry title
- Garment/accessory sketches or illustrations
- Include fashion sketches, text, or design inspirations to enhance overall visual appeal
- Describe & illustrate special features of material(s) or garment(s) that enhance the everyday existence of the wearer and/or their caregivers
- All text in the English language
- Save storyboard as single PDF file
- Save storyboard with the entry title as the file name (NO student names, etc. in file name)
- No less than 150 dpi resolution
- File size no more than 8 MB

### STEP 3:

#### SUBMIT STORYBOARD

- Join AATCC online or submit membership application with US\$35 (if not already a member)
- Submit completed entry form online (DO NOT FAX OR MAIL)
- Email storyboard to [patelm@aatcc.org](mailto:patelm@aatcc.org)

### STEP 4:

#### FINALISTS

- Finalist will be announced by January 17, 2018
- Finalist will need to do the following:
  - Produce a physical product or prototype of their design for one item. If a sample item is too costly to produce, create a 3-dimensional CAD illustration and explain the process that would be used to produce the product.
  - Send a 2-3 minute video showcasing the product and explaining the motivation, thought processes and choices behind the design and/or modifications.
- Finalist will be judged on creativity and innovation, how well the item addresses the needs of the target market and its relevance to current fashion trends.
- The video must be uploaded to a video sharing website such as YouTube and finalists must provide a weblink for judging. Videos directly emailed will NOT be accepted!
- Email the video link to Manisha Patel at [patelm@aatcc.org](mailto:patelm@aatcc.org)

