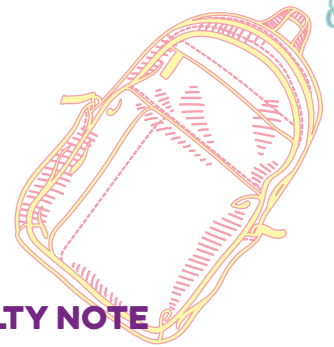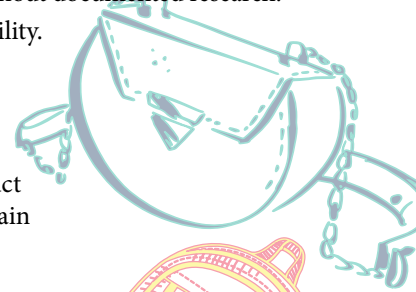# FASHION FOR ALL

2021 AATCC/Runway of Dreams Foundation Student Design Competition

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

- Create or transform an accessory (bags, belts, jewelry, shoes, etc.) that reimagines fashion and function for people with disabilities. **All accessories MUST be textile based!**
- You may select any disability, ie. wheelchair users, people with autism, sight impaired, crutch/walker users, people with cerebral palsy, or other challenges. Accessories could hold medical equipment discreetly while being multipurpose for the user, be a product that functions better for someone based on their disability, make needed equipment more functional and fashionable, etc. (ie. functional features that can help someone be more independent in their daily lives, and/or hold needed items like feeding pumps, insulin pumps, catheters, suction machines, emergency medication, monitors, braces, communication devices, fidgets, or other items.)
- You MUST research and present the chosen population's challenges/needs. Entries will not be accepted without documented research.
- The accessory should be stylish, on-trend and enhance the everyday existence of the wearer with a disability.
- Make the designs both fashionable and functional. Be creative—think outside the box!
- Create a color palette inspiration.
- **Phase 1**: First, present your designs in a two-page pdf digital storyboard.
- **Phase 2**: Finalists will then be asked to produce a physical product or prototype and showcase the product in a 2-3 min 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.
- **All entries must be United States citizens.** Only individual entries will be accepted—no groups.
- Students (undergraduate and graduate) must graduate AFTER Summer 2021 (graduating seniors are NOT eligible). You must be enrolled as a student during the Fall of 2021.
- You must be an AATCC student 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 Runway of Dreams Annual Fashion Revolution Gala and Fashion Show in NYC in September 2021. 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.
- Winner will receive a written certificate of accomplishment and be publicized on AATCC and Runway of Dreams Foundation platforms including, newsletters, press releases, etc.
- Winner will be asked to submit a short written (one page) or video (2-3 minutes) report describing their academic and creative pursuits in fashion a year following receipt of the scholarship. A report reminder will be sent in the spring.
- All finalists will receive an Honorable Mention for their resumes.
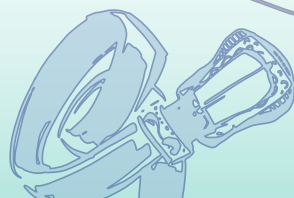- Additional Scholarship Awards may be added based on available funding.

COMPETITION TIMELINE:

Phase I Entries: Due by noon US EST **March 24, 2021**
Finalists will be notified by April 6, 2021

Phase II Finalist Entries: Due by noon US EST **April 27, 2021**
All winners will be notified by May 11, 2021

QUESTIONS

Manisha Patel **patelm@aatcc.org**

FACULTY NOTE

AATCC announces this competition anticipating that design, art, and merchandising faculty may incorporate it as a project for their 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. You also agree to allow AATCC to process and retain your personal information for the purposes of the competition. See AATCC's **Privacy Policy**.

FASHION FOR ALL

2021 AATCC/Runway of Dreams Foundation Student Design Competition

RUNWAY OF DREAMS® FOUNDATION
WHERE THERE'S A WILL, THERE'S A RUNWAY.

COMPETITION ENTRY CHECKLIST

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

STEP 1:

DESIGN YOUR ACCESSORY ITEM

For page one of your entry, include the following:

- ☐ 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)

For page two of your entry, include the following:

- ☐ Document all research pertinent to your designs and inspiration for the accessory
- ☐ Define your target customer and how your accessory addresses specific needs of the wearer
- ☐ Include and describe accessory features that are unique in the way they enhance the wearer's 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 TWO-PAGE STORYBOARD

- ☐ All text in the English language
- ☐ Save storyboard as a flattened PDF file (choose text fonts that are easy for judges to read)
- ☐ 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 15 MB (please make sure to flatten your PDF to reduce the file size)
- ☐ Each storyboard page size should be 48 in. width x 36 in. height
- ☐ If including inspiration photos, please limit them to no more than 25% of your poster, and make sure they are your own images. (Due to copyright laws, do not include images on your poster that you do not have specific permission to use.)

STEP 3:

SUBMIT STORYBOARD

- ☐ **Join AATCC online** or **submit a student membership application** with US$35 (if not already a member)
- ☐ Complete the **online submission application** (DO NOT FAX, EMAIL, OR MAIL)
- ☐ Memberships are processed during business hours ONLY. Membership applications may take up to one business day to process. Memberships must be purchased by **March 22, 2021**

STEP 4:

FINALISTS

- ☐ Finalists will be announced by **April 6, 2021**
- ☐ Finalists must complete the following:
  - ☐ Produce a physical product or prototype of their design for one item.
  - ☐ Submit a 2-3 minute video showcasing the product and explaining the motivation, thought processes, and choices behind the design and/or modifications. 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.
- ☐ 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!**
- ☐ Submit video link through the **online submission portal**.