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COMPETITION FOR YOUNG FASHION DESIGNERS "IDEAMODA"
RULES FOR PARTICIPATION

ORGANIZERS:

The competition is organized by *New Bulgarian University* in partnership with :

- *Conceptual Design Platform "Ivan Asen 22"*
- *Cultural Management Agency "Studio Komplekt"*

PARTICIPANTS:

The competition is open to:

- Students of Bachelor or Master program in Fashion in their final year of study;
- Young designers (up to 35 years old) working for their own or another brand;

APPLICATION:

Candidates have until **30 January 2025** to apply by completing the registration form on the competition website.

By **15 February 2025** they should submit (send):

Physical portfolio + digital copy in a single PDF file up to 20 MB (on CD or USB flash drive) to: Sofia, 21 Montevideo Str., NBU, Building 2, Floor 5, Office 411;

or

Digital portfolio in a single PDF file up to 20 MB, at ideamodabg@gmail.com;

- The portfolio must contain a description of the concept (up to 250 words), technical sketches and colour illustrations of the models composing the collection, samples or photographs of the materials used.
- The collection consists of 5 to 8 men's and/or women's outfits accompanied by the corresponding accessories;
- A photo shoot is optional but recommended.

All materials submitted by participants may be used to promote the contest (event catalog, website, blog, participant presentation, etc.).

COLLECTION REQUIREMENTS:

The designs must exactly match the drawings and technical description from the portfolio.

Recommended sizes:

Men:

Height = 185 cm

Bust = 102 cm

Waist = 82 cm

Hips = 101 cm

Women:

Height = 177 cm

Bust = 90 cm

Waist = 65 cm

Hips = 94 cm

Materials: All materials and technologies can be used.

There are no seasonal or style requirements.

SELECTION:

A first judging will be held between March 15 and 20, 2025 with consideration of all portfolios submitted. The 12 shortlisted candidates will be invited to participate in the final event in front of the public and media.

Candidates must be ready with their designed collections as well as a complete look concept (accessories, shoes, makeup, hair) by May 25, 2025.

The organizers reserve the right to reject outfits that do not meet the designs or the requirements for professional execution and high quality workmanship.

JURY:

The jury consists of fashion experts, designers, stylists, journalists, fashion photographers, etc. Selection criteria include creativity, contemporary spirit, innovation and feasibility or the possibility of reworking in this direction. At the final stage, accuracy of execution and quality of workmanship will be monitored.

AWARDS:

Best Collection: 5000 BGN

Master's degree at NBU

Professional sewing machinery

Presentation of the collection in the showroom of "Ivan Asen 22" platform

COSTS:

The production costs of the collections, travel expenses and stay in Sofia during the final are at the expense of the participants.

The organizers provide the costs of the event (location, lighting, sound, technical performance, models).

RIGHTS:

All garments remain the property of the designers. The organizers reserve the rights to the printed and digital materials of the competition.

LIABILITIES:

Organizers are not responsible for stolen or damaged portfolios and garments during transportation.