



THE 2009 BRIEF

CATEGORY :
CASUALWEAR

DESIGN DIRECTION :
Uniting through freedom, culture and celebration.

ENTRY CRITERIA :

- Design 6 outfits projecting fashion innovation and direction incorporating this year's theme.
- Entry should be submitted using individual sketches at A3 size with accompanying fabric swatches at 80mm x 80mm in size. Please note; no actual garments are required for this stage, sketches and fabric only.
- Outfits can be Womenswear, Menswear or a combination of both.
- Entry Form – hard copy must be included with entry, all fields must be answered for entry to be eligible, including photograph and signature.

KEY COMPETITION DATES :

- 5th June '09 – Entries close
- 15th June '09 – Jeanswest International Fashion Award committee commence judging.
- July '09 – Shortlist Announced, Entrants contacted. Production on collection (6 outfits), sample budget allowance supplied.
- September '09 – Semi-Final. Short-listed Entrants travel to Hong Kong (flights/accommodation provided) to compete at Guangdong Fashion Week with their sample collection. Grand Finalists announced.
- November '09 – Grand Final. Grand Finalists travel to Beijing (flights/accommodation provided), China to compete at the Jeanswest International Fashion Award Gala.