



FASHION FOR ALL

2020 AATCC/Runway of Dreams Foundation Student Design Competition



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

- Transform a current stylish, on-trend look that reimagines fashion and function for persons with **dwarfism**. This new item should enhance the everyday existence of the wearer.
- Research dwarfism and the current trends in the market. Then, use this information to design a look that reflects your knowledge of the consumer and disability in your designs.
- Make the designs both fashionable and functional.
- Create a color palette inspiration.
- Be creative—think outside the box!
- 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.
- Only individual entries will be accepted—no groups.
- Students (undergraduate and graduate) must graduate **AFTER** Summer 2020 (graduating seniors are **NOT** eligible). You must be enrolled as a student during the Fall of 2020.
- 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 Runway of Dreams Annual Fashion Revolution Gala and Fashion Show in NYC in September 2020. 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 place: Runway of Dreams Foundation** will award a US\$2,500 scholarship
- **3rd place: Runway of Dreams Foundation** will award a US\$1,000 scholarship
- 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 written (one page) or video (2-3 minutes) report 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 finalists will receive Honorable Mention (for their resumes)
- Awards may increase based on available funding

All Phase I portions of the entry must be received by noon US EST, **December 6, 2019**.

Finalist entries must be received by noon US EST, **March 9, 2020**. Winners will be announced by **April 16, 2020**. Scholarship awards will be mailed in August for use in the following academic year.

EDUCATIONAL COMPONENT

Mindy Scheier, founder of Runway of Dreams Foundation, will conduct a recorded presentation to kick off the contest. This will be an opportunity for students to hear first-hand about the competition and learn more about the key elements for designing for people with special needs.

QUESTIONS

Manisha Patel patelm@aatcc.org

FACULTY NOTE

AATCC announces this competition during the late summer 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 TIMELINE:

Phase I Entries: Due by noon US EST December 6, 2019

Finalists will be notified by January 17, 2020

Finalist Entries: Due by noon US EST March 9, 2020

All winners will be notified by April 16, 2020

COMPETITION ENTRY CHECKLIST

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

STEP 1:

DESIGN YOUR APPAREL ITEM

For page one of your entry, please 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, please include the following:

- ☐ Any research pertinent to your designs and inspiration for the look
- ☐ Define your target customer and how your garment addresses specific needs of the wearer
- ☐ Include and describe garment features that are unique in the way they enhance the wearer or caregiver'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

- ☐ Entry title
- ☐ 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 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 December 4, 2019

STEP 4:

FINALISTS

- ☐ Finalist will be announced by January 17, 2020
- ☐ Finalist 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.
- ☐ DO NOT IDENTIFY YOURSELF OR YOUR UNIVERSITY IN THE VIDEO. This ensures anonymity and fairness in the judging process.
- ☐ 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.