

Modest Fashion Guild 2017 Apparel Design Contest Details and Official Rules

Modest Fashion Guild is hosting an apparel design contest with two separate tracks: “Design and Launch” and “Create.”

“Design & Launch” is for designers ready to start a business.

“Create” does not feature a business aspect, only apparel design.

A prize of \$300 in business startup funds will be awarded to the “Design & Launch” contestant who best demonstrates excellence in design paired with a sound business model. A \$50 prize to be used for education--in business, design, or sewing--will be awarded to the winning “Create” contestant.

Dates:

The contest opens at noon (CST) on Tuesday, August 29, 2017.

The contest closes at midnight (CST) on Friday, November 3, 2017.

The winner will be announced on Friday, November 17, 2017.

Submissions:

Each submission to the contest should include the following:

1. ALL contestants should submit a portfolio of 1-4 garment designs, including at least one photo of a finished garment (prototype) on a dress form or model. Supplementary sketches are welcome. Written descriptions must accompany images. Include details such as fabric type, garment construction, your inspiration, and any unique or important design details.
2. In addition, “Design & Launch” contestants should provide a one-page explanation of the business idea. Describe your vision and story, your next steps, and your timeline. Let us know what sets your business apart and how you will go about making and selling garments.
3. Finally, ALL contestants should submit a one-paragraph statement telling how they intend to use the prize money.

Submit the above documents by email to modestfashionguild@gmail.com between August 29, 2017 and November 3, 2017.

Include the documents as attachments in a single email or enclose them in a Google Drive folder and share with the above email address. Use the subject line: “Design & Launch Contest” or “Create Contest”, depending on your chosen track.

Provide your name and contact information in the email, but do NOT include identifying information in the documents you submit.

A confirmation email will be sent after the submission has been received and processed.

Judging:

The following categories will be considered:

- **Quality of Design:** Is the garment tasteful, aesthetically-pleasing, of sturdy construction, and suitable for its purpose?
- **Originality of Idea:** Is the apparel, garment construction, and/or business idea unique? Are they innovative and creative?
- **Viability of Business*:** Is the business idea reasonable, practical, wise, sound?
- **Clarity of Presentation:** Are the descriptions, sketches, photos, instructions, and plans understandable? Do they display that sufficient thought has gone into the submission and ideas?
- **Modesty:** Does the garment reflect the fruits of God's Spirit: love, joy, peace, patience, kindness, goodness, faithfulness, gentleness, and self-control? Is it beautiful in a pure and humble way--not over-the-top, revealing, or ostentatious?

*Design & Launch Track only.

Judges will be Modest Fashion Guild board members and guest judges.

Judges will be impartial and will not consider the contestant's identity when making decisions.

Judges and their immediate family members are ineligible to enter the contest.

Judges have the right to award no prize in the unlikely event that they feel that no submission meets minimum standards.

The decision of the judges is final.

Rules:

- There is no fee to enter this contest.
- There is no limit to the number of submissions that may be made by one person, provided that all garments and business ideas are different on each submission.
- A single submission may be made by multiple people working together, provided that one individual is identified to receive the prize money in the event of winning.
- A contestant may submit to both tracks, provided the submissions are different, but can only win in one category.
- Designs may not be submitted on behalf of another person or team.
- Designs submitted must be original.
- All required documents must be submitted together by email to modestfashionguild@gmail.com between August 29, 2017 and November 3, 2017. Include the documents as email attachments or enclose them in a Google Drive folder.
- A confirmation email will be sent after the submission has been received and processed.
- All entrants will be notified by email of the winner's name.
- Prize money will be mailed in the form of a check and must be used for the educational purpose or business described in the submission. If it cannot be used for that purpose within one year, the money must be returned to Modest Fashion Guild.

- Modest Fashion Guild has the right to publicly use the winner's name, photos, and general business or design description in ways that advance its mission.

Privacy:

- The personal and contact information you provide will only be used by Modest Fashion Guild. We will contact you regarding the contest and about future events which may interest you. If you do not want to be added to our newsletter list, please let us know.
- The contents of your submission will not be shared with anyone outside of Modest Fashion Guild and the panel of judges for this contest.*

*Modest Fashion Guild reserves the right to publicly recognize the winners and may include a general business and/or design description, as noted in the rules section above, but will respect the winners' intellectual property by not disclosing any innovative design or business ideas without permission.

www.modestfashionguild.org/contest/