



FASHION CONTEST FOR INTERNATIONALIZATION AIMED AT EMERGING FASHION DESIGNERS & DESIGNERS REGULATION

Art. 1 - DEFINITION

The Fashion Contest “Independent Style”, is a Contest for emerging fashion designers and designers (of accessories, bags, glasses, shoes, bijoux and wearable jewelry) which takes place in the program of the wider Fashion Festival called “Independent Style” from June 13th to September 13th 2020. The Contest is jointly organized by the associations that own the brands and projects called Barolo Fashion Show, Cosenza Fashion Week and Medit Summer Fashion in collaboration with numerous other Italian and international companies.

Art. 2 - CATEGORIES AND THEMES

Competitors participating in the competition will be divided into 2 categories:

- **Under 35** all candidates who have not yet reached the age of 35 on the registration deadline
- **Over 35** all candidates who at the end of the enrollment date will have already reached the age of 35

Competitors can choose to participate with creations inspired by one of the two proposed themes:

- **Global WarM/Ning** Competitors are required to interpret, with a minimum of 1 creation out of the maximum 5 presentable in the Competition, the characteristics that can be considered an interpretation of the theme which intends to highlight the need for a sustainable approach to fashion as well as ethical. The creations presented by competitors, as well as for the general parameters described in the appropriate art. 10 (article 10), will also be assessed for their sensitivity towards current, and increasingly pressing, issues of sustainable fashion, respectful of the environment.
- **Cinema** Competitors are asked to be inspired, with a minimum of 1 creation among the maximum 5 presentable in the Competition, to the theme of Cinema in any of its expressions and eras. The candidate may be inspired by a film or a character or a cinematographic genre.

Art. 3 - THE STAGES OF THE COMPETITION

The Contest will take place in several phases, a preliminary (“application”), the planning phase and two phases of comparison with the Jury in the following ways:

APPLICATION: The number of participants is limited, entries to the Contest must be formulated, in the manner provided for by this regulation, by **12:00 PM on July 12th, 2020**, using the registration form attached here or available on the organizers' websites (www.barolofashionshow.it - www.cosenzafashionweek.com - www.meditsummerfashion.it), and sending it completed and signed, together with the accountant proving the payment of the registration fee, to info@barolofashionshow.it or info@cosenzafashionweek.it). Alternatively, the Candidate may fill in the appropriate form on the same websites by attaching the above accounting officer.

Any applications received after this date will be taken into consideration, and possibly accepted, only if motivated by demonstrable causes that have made it impossible to send them by the established date. This decision is at the sole and unquestionable judgment of the Competition Organizers who also reserve the opportunity to accept applications outside the time limit in case of an increase in the number of possible prizes by the Competition Partners.

PROJECT AND FIGURINE DELIVERY: competitors are required to deliver fashion projects **by 12:00 on Sunday 26 July 2020** by electronic means to an email address that will be communicated to them. These projects must consist of the following material:

- Competition form (will be provided following registration)
- Description of the Project (track will be delivered by way of example)
- PDF of the figures strictly in PDF or Jpg format, signed in the original of the Competitor

COMPARISON WITH JURY ON PROJECTS: the Jury will convene the competitors in virtual meetings on certain days and times starting **from July 27**. The competitors at this stage will exhibit their projects before the Jury or part of it so that the latter can judge the fashion proposal (or accessories fashion) with respect to the judgment criteria pursuant to art. 10 ("Evaluation Method").

REALIZATION OF CREATIONS AND DELIVERY OF PHOTOGRAPHIC OR VIDEO DOCUMENTATION: competitors are required to make **at least 1 creation** among those included in the project and of which they will have delivered figures. The photographic or video material, chosen by the competitor, must be sent **by 24:00 on Sunday 31 August 2020** by electronic means to an email address that will be communicated to them.

COMPARISON WITH JURY ON CREATIONS: the Jury will convene the competitors in virtual meetings on certain days and times starting from **01 September 2020** and in any case no later than 10 September. The competitors in this phase will exhibit their creations before the Jury or part of it so that the latter can judge the realization in all its components.

During the selections, talks with the **Jury of Honor of the Chinese Delegation** organized by the **ANGI** - Italian-Chinese New Generation Association (referent of the municipality of Wenzhou, 2nd classified in the Top10 2018 of Chinese cities) will also take place, which will evaluate the creations of competitors according to further parameters also described in the following art.10.

AWARDS: The award ceremony of the competition will take place on Sunday 13 September 2020, always via web connection.

The participant in the Competition agrees to publish on any communication medium produced in the conduct of this contract or in future communications of the Competition (merely by way of example without claiming to be exhaustive: videos, photographs, printed or promotional and advertising graphics of the Competition, the BFS or of events connected to it, publications on web or social media channels, etc.), its own reference and Brands, even if in the future the same company references (logos, names, etc.) will be modified. The jury's decisions are final.

Art. 4 - THE JURY AND THE JURY OF HONOR OF THE CHINESE DELEGATION

The Jury will be composed of expert personalities in the various sectors related to the fashion and design context (accessories, bijoux and jewelry). The composition of the Jury is at the discretion of the Direction of the Competition. The Jury will be coordinated by a Jury President and assisted in the selection and voting operations by a Jury Secretary without voting rights. The jury will be able to see the presence of one or more jurors of honor. The Jury of Honor of the Chinese Delegation will be composed of personalities indicated by the Partners of the Barolo Fashion Show, the Wenzhou Fashion District (China), the Wenzhou Polytechnic - Degree Course in Design, the University of Wenzhou and the ANGI. This Jury will have the task of selecting some of the prizes offered by the Italian-Chinese collaboration and, at its sole discretion, choosing some competitors to undertake contact paths with companies in the fashion and accessories sector of the Wenzhou Fashion District. Competitors who will

access the prizes related to B2B missions in China, or in other foreign countries, will be required, under penalty of exclusion, to sign a collaboration contract with the partner companies of the aforementioned internationalization opportunities. Competitors will have the right to renounce such internationalization missions without any penalty and without the obligation of the Jury, the Organizers as well as each Partner of the latter, to replace the prize with services or alternative products as well as to replace the mission participant for whom the renunciation is presented with a different competitor classified after the renunciation.

Art. 5 - THE AWARDS

The Competition Awards are made up of useful services for starting or growing in the profession of operator in the fashion or design sector. There are no cash prizes but only services to support professional growth. Additional awards made available by Partners or Sponsors of the event may be communicated during the course of the competition.

The awards **VALID FOR BOTH CATEGORIES**, defined at the time of publication of the Regulations, are:

1st AWARD Participation B2B Mission in China (*), inclusion on the E-Commerce Partner website + Free participation in 2 events 2021 of the Organizers + inclusion of products in the Showroom

2nd AWARD China Mission (*), insertion in E-commerce + at n.1 event 2021 of the Organizers

3rd AWARD Insertion in E-commerce + Fashion catalog photographic service or for E-commerce

4th AWARD Insertion in E-commerce

5th AWARD Technical supplies from Technical Sponsors

Always for both categories, the following Special Prizes are foreseen:

Global WarM/Ning Award Fornitura materiale moda sostenibile da Sponsor Tecnico

Special Cinema Award Servizio Fotografico con Calabria Film Commission - AGIS

Special Shoes Award inserimento in e-commerce + Contratto rappresentanza per territori da definire

Special Accessories Award inserimento in e-commerce + Contratto rappresentanza per territori da definire

Special Jewels/Bijoux Award inserimento in e-commerce + Contratto rappresentanza per territori da definire

Special Eyewear by Made in Italia Design Award inserimento in e-commerce + Realizzazione Prototipi e Capsule di Occhiali + Contratto di rappresentanza per territori da definire

The **Jury of Honor of the Chinese Delegation** will have the right to award, at its own unquestionable judgment, in addition to the top 5 classified, **additional competitors** who will be able to participate in the path with the Wenzhou Fashion District (China) which will allow them to get in touch with companies in the fashion sector and fashion accessories for internships, potential creative collaborations, presentation of business projects, etc..

The Competition Management reserves the right to insert further Awards at any time.

(*) **N.B.:** for any causes of majeure force that make the aforementioned mission in China impractical in the period foreseen for the months of November / December 2020, the same will be postponed. In the event that the Competitor winning this Prize is unable to participate in another period, he / she can renounce it without any penalty and without claiming replacement with another Prize.

Art. 6 - SUBSCRIPTION FEE

The registration fee for the Competition is set at:

- 150,00 € for participation with 1 creation

- 200,00 € for participation with 1 creation + B2B match event
- 300,00 €
- for participation with a capsule collection consisting of no more than 5 creative proposals + B2B match

Payment is provided in a single solution, upon signing this contract. A regular receipt or equivalent tax document will be issued by one of the organizers. **All figures are net of VAT, if due.**

Art. 7 - SERVICES GUARANTEED BY THE ORGANIZATION

The organization provides each participant with the following services:

- Sending cards for project presentation track
- Communication support to notify the participation in the competition through personalized material
- Publication of photographs of the sketches and creations on the media of the event
- Interview with event communication officer for publication in the event media
- Free participation in all the events of the Festival (seminars, talks, interviews, courses and workshops where indicated)

Art. 8 - WITHDRAWAL AND REFUND OF EXPENSES

If the Competitor decides to withdraw from the Competition, he will be entitled to a refund of 50% (fifty percent) of the amount paid up to the time of withdrawal if it occurs within the deadline of 30 June 2020. In case the withdrawal occurs after this date, the competitor will not be entitled to the refund of the amount paid up to that moment for participation in the Competition.

No cash compensation or reimbursement of expenses will be paid to competitors, for any reason and at any stage of the competition. All personal expenses for participation in the competition will be borne exclusively by the participant who will be able to avail himself without any obligation of the services made available by the Competition Partners at discounted rates (references on the website and social media of the competition).

Art. 9 - EXCLUSION FROM THE COMPETITION

The Organization may at any time exclude from the competition the competitor who does not comply with these regulations or who, with his / her behavior, hinders their correct continuation or harms their overall image at the unquestionable judgment of the Jury or the direction of the event.

The non-authenticity of the garments made for the Competition constitute serious valid reasons for exclusion from the competition. In order to verify their originality and the absence of any irregularities, the Jury or the Direction of the Competition may decide to have the items sent to the address indicated in the case, at the expense of the participant. This eventuality in order to examine the garments before the end of the competition, also by requesting photographic or video documentation of the realization phases.

In the event of exclusion, the reimbursement of the registration fee is not foreseen beyond any requests for damage to the image by the organizers.

Art. 10 - JURY AND HONOR JURY ASSESSMENT METHOD

The creative proposals of the participants in the Competition will be evaluated with respect to the following parameters by the Technical Jury of the Competition:

1. **Creativity (max 10 points):** it means originality and creative flair, the singularity of the basic idea (concept) and the style (mood) of the proposals presented;
2. **Identity (max 10 points):** it means the identity and overall consistency of the collection (only for capsule collections);

3. **Consistency with the assigned theme (max 10 points):** it means the ability to transfer in an immediate and creative way the meaning of the theme of the Competition, including an evaluation of the quantity of themed creations submitted on the total number of outfits entered in the competition by the designer;
4. **Aesthetic aspect (max 10 points):** it means the harmony, the beauty of the individual parts and the whole of the creations;
5. **Innovation (max 10 points):** the ability to conceive a new style, new product concepts, the use of the chosen materials;
6. **Sustainability (max 10 points):** the ability to conceive creations with a view to sustainability;
7. **Realization - packaging (max 5 points):** the capacity in the practical implementation of the proposals submitted;
8. **Participation in side events:** see following article.

The **Jury of Honour of the Chinese Delegation**, in order to award any further prizes, will also evaluate the competitors on the following parameter: **"Contamination" with Chinese or Oriental cultural elements**.

These additional prizes may also be awarded to competitors who are not included in the finalists chosen by the Technical Jury.

Any other parameters on which to judge the competitors may be entered at the discretion of the Technical Jury and, to the extent of its competence, by the Jury of Honour of the Chinese Delegation.

Art. 11 - SIDE EVENTS

All those enrolled in the Competition will have free access to the training events (masterclasses, seminars and workshops) of the event for stylists and designers, upon reservation. Participation is optional. Participation in these collateral training events will influence the final grade by assigning positive scores for participation to each of them. The additional score for the participation in these training sessions will be communicated in the information related to each single event.

Art. 12 - RESPONSABILITY

The organization and its Organizational Partners are relieved from any liability with regard to the content of the material provided and from any liability referred to third persons, companies or legal entities, the performance in question being rendered exclusively as a mere means of work.

The Competitor with the deed of registration agrees that the Event Management may transfer images, video documentation or any other type of material to third parties who, being entitled to do so, may raise objections regarding the violation of intellectual or industrial property rights.

By signing the registration form, the participant authorizes, under his own exclusive responsibility, the publication of his trademarks, names, video and/or photographic material, relieving the organizers, and those who manage the communication for them, from any responsibility regarding the possible presence of trademarks for which the competitor is not entitled to use or from any other form of claims for damages that may arise from third parties.

Candidates undertake not to infringe the intellectual or industrial property rights of third parties in the production of the garments or creations entered in the competition. In this regard, candidates personally undertake to indemnify or possibly reimburse the organizers, from any damage, burden or expense in the event of complaints made by third parties in relation to the models made, as well as for any other prejudice complained of by third parties.

Art. 13 - RIGHTS ON MATERIAL SENT

All the material sent by each competitor, figurines and all the photos and videos of his creations, can be published at any time on web, social or "traditional" communication channels by the organization and any partner authorized by the latter. Candidates agree, without any claim to any rights of use, that the images or video reproductions will be used in future publications, even in future editions, including those created for multi-channel advertising campaigns.

Art. 14 - VARIATIONS AND PARTIAL OR TOTAL CANCELLATION

The management reserves the right to cancel parts of the programme for organisational reasons and will inform the competitors as soon as necessary. In case of cancellation of the event for reasons of force majeure, the competitors will be refunded the participation fees or the rebate of the same, at the discretion of the participant, for other initiatives possibly promoted by the organization of the event or its partners.

The organizers reserve the right to change dates and/or times if there are justified reasons; in this case the competitor will have no right to claim more than the possible refund of the registration fee if he decides to withdraw from participation due to the change of date.

Art. 15 - ACCEPTANCE OF THE CALL

By filling in and signing the notice of participation valid as a registration form, candidates accept the conditions expressed in these regulations as well as the future decisions of the Jury and the Direction of the competition. The signing of the participation regulation and the application form implies the acceptance of the same in full.

Art. 16 - CONTROVERSIE AGAINST

For any disputes that may arise between the organization and the candidate for the Competition, or by whoever takes his/her place in case of underage participants, the Court of Cosenza is elected as the competent court.

For information and clarifications please contact:

the Organizational Secretariat

Barolo Fashion Show - segreteria@barolofashionshow.it

Cosenza Fashion Week - info@cosenzafashionweek.it

Medit Summer Fashion - meditsummerfashion@libero.it

ENTRY FORM

The undersigned _____, born in _____(____),
on ____/____/____, F.C. _____, resident in _____(____),
in Street/Square _____, n° _____, VAT * _____,
Mob. _____, E-mail _____@____.____

Denomination _____ web site _____
[Brand name if existing and if different from Surname]

Social: FB facebook.com/ _____ IS: instagram.com/ _____

Other communication channels: _____

Number of Outfits/Creations with which you intend to participate (from 1 to 5): _____

* if in possession of a VAT number

REQUEST

to be admitted to the Competition for emerging stylists and designers called Independent Style in the category:

UNDER 35

OVER 35

and, to this end

DECLARES

To have read the general regulations of the Independent Style Competition and to fully accept the conditions of the competition, releasing the organization from any liability for damages to persons or property that may occur during the event. He also declares to have understood the rules and regulations and to accept all the terms of participation and the related contract and agrees to accept any decision on the part of the organizers of the competition and / or the Jury;

AUTHORISATION

the use of any photographic, audio-video recording that will be made of their creations throughout the competition, even in the preparatory stages of the same, including for commercial purposes or promotion of the competition and to authorize as of now for then any transfer to third parties.

EXPRESSLY AUTHORIZES

also the collection and processing of personal data acquired for participation in the competition and authorizes its use for communications, including future communications, related to fashion and design activities and authorizes its transfer to third parties for commercial communications.

Finally, it declares that it expressly accepts the contractual clauses of the regulation in articles. nn. 2/3/6/8/9/10/11/12/13/14/15/16.

_____, ____ / ____ / 2020
[Place] [Date]

In faith

[full signature]

PERSONAL DATA PROCESSING: INFORMATION

In accordance with the GDPR Privacy Policy we inform you of the following:

Purposes and methods of processing for which the data collected are intended

The data provided by you through the compilation of this document are collected and stored in both paper and computerized form (recorded and stored in a special database with restricted access in a dedicated table). These data are processed using manual, computerized and telematic tools, with a guarantee of security and confidentiality and with a commitment not to disclose or communicate them to third parties, except for external companies or professionals as necessary for administrative, commercial, bureaucratic and fiscal requirements related to the satisfaction of your request for the supply of goods and/or services.

Owner and responsible for the treatment is the Cultural Association "Fattore Immagine" with registered office in Via Maria Vittoria, 24 in Turin - 10123 - e-mail: info@barolofashionshow.it to which you can contact for any need or clarification.

The purpose of this data collection is to complete the bureaucratic and administrative procedures directly related to the request made by you to provide you with goods and/or services by the Cultural Association "Fattore Immagine" or by its organizational partners who authorize themselves in advance to use such data also for sending future commercial, advertising and marketing communications.

In relation to such data you may exercise your rights under the law and in particular you may at any time request its modification or cancellation, which may not occur only when the retention of data is required by law.

By signing the signature below on this sheet, you declare that you have read the above in full and consequently give your approval and consent to the processing of your personal data in the terms described above.

DATE

Signature of the person entitled to give the authorization and consent for PRIVACY (data processing)