



2021 FASHION & DESIGN CONTEST

FOR THE INTERNATIONALIZATION OF EMERGING FASHION STYLISTS & DESIGNERS

REGULATION

Art. 1 - DEFINITION

The Fashion Contest “**Independent Style**”, is a Contest for emerging fashion stylists and designers (of accessories, bags, glasses, shoes, bijoux and jewelry) which takes place in the program of the widest Fashion Festival – II edition - named “Independent Style”. The Contest is jointly organized by the associations that own the brands and projects entitled Barolo Fashion Show, Cosenza Fashion Week and Medit Summer Fashion in collaboration with several other Italian and international companies.

Art. 2 – CATEGORIES AND THEME

The competitors in the competition will be divided into 2 categories:

A) Under 35 Designers

All Candidates who have not yet reached the age of 35 by the registration deadline;

B) Artisans of “Made in Italy”

Identified as craftsmen, candidates who create fashion or design elements (fashion accessories, furnishing accessories, etc.) without any age limit. Competitors must have been in business for at least 12 months. All applicants, of both categories, will have to develop creative eco-sustainable and unpublished fashion or design projects based on the following theme:

Agenda 2030 - Goals for the Future

Competitors are asked to interpret, presenting from a **minimum of 1 to 5 productions**, the characteristics that can be considered interpretation of the theme highlighting the need for an increasingly careful and proactive approach to the goals that the World has set for economic growth, social inclusion and environmental protection. Projects must necessarily be conceived with sustainable materials in broader sense (for example: organic fabrics, recycled materials or fabrics. Circular economy products: re-made, re-fashion, re-design, etc.). In addition to the general criteria outlined in the art. 10 of Regulation, the creations will also be judged for their sensibility for the current and increasingly urgent topic about an ethical and socially aware fashion.

Art. 3 - THE STAGES OF THE COMPETITION – PROJECT COMPOSITIONS

The Contest will take place in several steps:

PHASE #1 - APPLICATION: The number of participants is limited, applications to the Contest must be presented according to the procedure prescribed by this regulation, by **12:00 PM on June 10th, 2021**, using the registration form attached here or available on the organizers' websites (www.barolofashionshow.it – www.cosenzafashionweek.com) and sending it completed and signed in all its parts. In case of underage Candidates, a parent’s signature is required to approve the participation. The approval of participation in the Competition, at the sole discretion of the Jury and the organizers of the Competition, will be communicated to the Candidates by June 13th 2021.

Admission to Phase 1) - application is totally free.

PROJECT COMPOSITIONS FOR PHASE 1): Competitors are required to deliver the fashion or design projects with the application form by above-mentioned deadline sending them to the email address: contest@independentstyle.it. All projects will be published on the social media channels of Independent Style and the Event Partners. The 3 (three) projects getting more positive reactions and more sharing will be admitted to the final phase, regardless of the Jury's

assessment.

These projects must be composed of the following material:

- Informative sheet of the Project (an outline is available on request as an example);
- Technical data sheets of the Fashion Project (materials, models or sketch, etc.)
- PDF of the figurines/ drawings strictly in PDF or .jpg format, originally signed by the Competitor.

NOTE: any received applications after the fixed-term will be considered, and possibly accepted, only if motivated by demonstrable causes that made it effectively impossible to respect the deadline. This decision is at the exclusive and unquestionable judgment of the Organizers of the Competition.

PHASE #2 – SELECTIONS: Admitted Candidates to the selections will be required to submit by **12:00 PM on June 24th 2021** videos and photographs of their productions in the formats and types requested by the Jury or by the organizers. The selected ones will be communicated to the candidates, just as a list of them will be published on the organizers' communication channels. **The Jury will decide by June 26th**.

At the complete discretion of the competition organizers, the selection phases may alternatively be carried out with a "physical" presentation of the productions during any fashion events that cannot be scheduled at the time of publication of these regulation. In this case, the Candidates will be required to participate directly in the event or through one of the following two possibilities:

- Sending the productions¹ to the organizers in order to include them in the selection event;
- Sending a video presenting the project, wearing the garments or, in case of accessories even in "still life".

The delivery of the productions is chargeable to the Candidates to allow the Selection Jury to judge the projects. In the Selection the participation fee is set at € 200.00, to be paid **by June 20th 2021** by means of a procedure that will be communicated to the selected candidates. In case of a Candidate failing to fulfill this commitment, the organizers will be entitled to decide whether to replace the candidate with the first excluded in Phase 1, based on the rankings resulting from the judgments of the Jury.

PROJECT COMPOSITIONS FOR PHASE 2): Competitors are required to create **at least 1 production** among those included in the project and of which they will have delivered a figure or drawing during PHASE 1. The photographic or video material describing the creation(s), chosen by the competitor, must be sent by the above-mentioned date fixed as deadline for Phase 2 to the following e-mail address: contest@independentstyle.it. Sharing of cloud folders, sending useful links for downloading documentation (eg Wetransfer, etc.) or similar services are also accepted for the delivery of video and/or photographic material, always by using this e-mail address.

PHASE #3 – THE CONTEST'S FINAL: The number of participants in the final is limited. **The Final will take place on Sunday July 4th 2021 in Alba (CN). In case of impossibility to organize the Final in presence due to the changing health emergency conditions, it will take place no later than July 31th 2021,** on a date that will be communicated on the official media of the organizers. The Final, at the total discretion of the organizers, may be held in "online" mode in the event that it is not possible for organizational, regulatory or other reasons, to guarantee its performance in total safety. The date and operating methods of the Final will be communicated directly to the finalist candidates as well as published on the official media of the organizers. In case of an event in presence, the admitted to the Finale Competitors will be required to guarantee the presence with their completed productions² or, without affecting in any way the final

1 The possible productions delivery will be paid by the Participant, who will undertake potential expenses of washing, cleaning and ironing as well as insurance costs. Organizers will not have any responsibility for any damage to productions during shipping and storage, and also during the phases of runway show or preparation to the event.

2 The possible productions delivery will be paid by the Participant, who will undertake potential expenses of washing, cleaning and ironing as well as insurance costs. Organizers will not have any responsibility for any damage to productions during shipping and storage, and also during the phases of runway show or preparation to the event.

judgment, by sending the creations to allow their exhibition to the Jury as well as to the possibly present spectators before Saturday July 3rd 2021.

COMPARISON WITH THE JURY: if deemed appropriate, the Jury may convene one or more competitor in online meetings on certain days and times.

During the selections, it can also occur meetings with the **Jury of Honor of the Chinese Delegation** organized by the **ANGI - New Generation Italian-Chinese Association** (representative of the municipality of Wenzhou, 2nd classified in the Top 10 2018 of Chinese cities for the quality of life and economic progress, headquarters of the largest fashion and design district in the world) which will judge the Competitors' productions according to further parameters, that will be also described in the following article 10. The participant in the Competition agrees to publish his/her references and brands on any communication medium produced in the conduct of this contract or in future communications of the Competition (for instance: videos, photographs, printed materials or promotional and advertising graphics of the Competition, of Barolo Fashion Show, Cosenza Fashion Week or related events, publications on web channels or social media, etc.), even if in the future the same company references (logos, names, etc.) would be modified. The decisions of the Jury are unappealable.

Art. 4 – THE JURIES AND THE JURY OF HONOR OF THE CHINESE DELEGATION

The Jury will be composed of expert personalities in the different sectors pertinent to the fashion and design context (accessories, bijoux and jewels). The composition of the Jury is at the complete discretion of the Competition Direction. The Jury will be coordinated by a President of the Jury and assisted in the selection and voting operations by a Secretary of the Jury without the right to vote. It is possible for the Jury to have one or more jurors of honor. The Jury of Honor of the Chinese Delegation will be composed of personalities recommended by the Partners of the Barolo Fashion Show, the Fashion District of Wenzhou (China), the Wenzhou Polytechnic - Degree in Design, the University of Wenzhou and the ANGI.

The latter will have the task of selecting some of the prizes offered by the Italian-Chinese collaboration and choosing some competitors, at its sole discretion, to develop a networking with companies in the fashion and accessories industry of the Wenzhou Fashion District. Competitors getting the prizes relating to B2B missions in China, or in other foreign countries, will be required to sign a collaboration agreement with the partner companies of the aforementioned internationalization opportunities, under penalty of expulsion from the related missions and opportunities. Competitors will have the right to renounce these internationalization missions without any penalty and without any obligation on the part of the Jury, the Organizers and any Partner of the latter, to replace the prize with alternative products or services as well as to replace the participant in the mission for which the renunciation is presented with a different participant classified after the renouncing competitor.

Art. 5 – PRIZES

The Competition Awards consist 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, available by Partners or Sponsors of the event, may be communicated during the course of the competition.

THE AWARDS VALID FOR BOTH CATEGORIES are:

1st PRIZE

Participation B2B Mission in China (*)

Insertion on the E-Commerce Partner website (**)

Assessment path for Commercial Distribution (***)

Free Participation on the “Fashion & Photo Box Art Cosenza” Event

2nd PRIZE

Participation B2B Mission in China (*)

Insertion on the E-Commerce Partner website (**)

Free Participation on the “Fashion & Photo Box Art Cosenza” Event

3rd e 4th PRIZES

Insertion on the E-Commerce Partner website (**)

Free Participation on the “Fashion & Photo Box Art Cosenza” Event

5th PRIZE

Technical supplies from Technical Sponsors

Free Participation on the “Fashion & Photo Box Art Cosenza” Event

The following Special Prizes are also provided for both categories:

Special Prize: Shoes

Spec. Prize: Fashion Accessories

Special Prize: Jewels/Bijoux

Special Prize: Eyewear

Inclusion on the E-Commerce Partner website (**)

Evaluation path for Commercial Distribution (***)

The Fashion & Photo Box Art Cosenza Project will occur on dates to be confirmed, based also on the general conditions and provide about 5 days of free arrangement at the Box Art for the creation of fashion works and related photographic projects. The Jury of Honor of the Chinese Delegation will have the right to award, in its own incontestable judgment, additional competitors to the top 5 classified, who will be able to participate in the path with the Wenzhou Fashion District (China) allowing them to be introduced to companies in the fashion and fashion accessories industry for internships, potential creative collaborations, presentation of business projects, etc. The Competition Management reserves the right to add further Awards at any time.

NOTES

(*) if, due to force majeure, making the aforementioned mission in China is impractical in the period expected for the months of November/December 2021, 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.

(**) the products that can be inserted and the commercial conditions of the partner e-commerce site are subject to the approval of the technical committee and the signing of the relevant contracts by the competitor.

(***) the path consists in supporting the competitor for the preparation of all the useful documentation to present his products to potential buyers. The partner company of the Competition will carry out satisfaction survey of the competitor's products in order to verify their marketability and the interest on the part of shops or distributors. At the conclusion of the commercial test path, the aforementioned company will be entitled, without any obligation, to propose a possible representation contract for some national or international territories that the designer will be free to evaluate and accept or not.

Art. 6 – REGISTRATION FEE

The registration fee for the Competition is set at:

- FREE for Phase #1
- 200,00 € for the participation from PHASE #2

Payment is expected in one solution. A regular receipt or equivalent fiscal document will be issued by one of the organizers. All prices are net of VAT, if due.

Art. 7 – SERVICES GUARANTEED BY THE ORGANIZATION

The organization provides each participant with the following services:

- Sending sheets as outline for the project presentation;
- Support to communication in order to notify the participation in the competition through personalized material;
- Publication of photographs of the sketches and productions on the media of the event;
- Interview with event communication officer and publication on the event media;
- Free participation in all the events (seminars, talk, interviews, courses and workshops);
- Related to the Final event services, in case of event in presence (models, make-up, hair style, assistants, stylist, etc.);

Art. 8 – WITHDRAWAL AND REIMBURSEMENT OF EXPENSES

If the Competitor decides to withdraw from the Competition, he/she will not be entitled to any refund of the amount paid up to participate in the Contest. 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 provided by the Competition Partners at discounted rates (references on the website and social media of the competition).

Art. 9 – EXCLUSION FROM THE CONTEST

The Organization may at any time disqualify from the competition the competitor who does not comply with this regulation or who, with his / her behavior, hinders its correct continuation or harms its overall image, at the complete discretion of the Jury or the direction of the event.

Inauthentic garments made for the Competition constitute valid reason 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, all paid by the participant. This eventuality in order to examine the garments before the end of the competition, also by requesting photographic or video documentation about the realization phases.

In case of exclusion, the reimbursement of the registration fee is not provided, beyond any claim for image damages by the organizers.

Art. 10 - JURY AND HONOR JURY ASSESSMENT METHOD

The creative proposals of the participants in the Competition will be judged in regard to the following parameters by the Technical Jury of the Competition:

Creativity (max 10 points)	it means originality and creative flair, the originality of the basic idea (concept) and the style (mood) of the presented proposal;
Identity (max 10 points)	it means the identity and overall consistency of the collection (only for capsule collections);
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 on-topic creations submitted on the total number of outfits entered in the competition by the designer;
Aesthetic aspect (max 10 points)	it means the harmony, the beauty of each single part and the whole of the creations;
Commercial Evaluation (max 10 points)	it means to evaluate how much the proposal also considers the commercial aspect, the saleability, the possibility of being attractive even to potential professional buyers for resale;
Innovation (max 10 points)	the ability to conceive a new style, new product concepts, the use of the chosen materials;
Sustainability (max 10 points)	the ability to conceive productions from a sustainable perspective. Non-sustainable projects may be disqualified from the Contest;
Realization (max 5 points)	the ability in the practical implementation of the submitted proposals;
Social Networking (max 5 points)	Candidates will receive a variable score based on the “social” success achieved by posts relating to their productions or their participation in the competition. In the tally, only the publications on Independent Style's social channels are considered with the following value: “like” or positive reaction = 1 social point; sharing = 10 social points from 1 to 100 social points = 1 Contest Point 101 - 200 social points = 2 Contest Point 201 - 350 social points = 3 Contest Point 351 - 500 social points = 4 Contest Point > 501 social points = 5 Contest Point

In order to set up any further prizes, the Jury of Honour of the Chinese Delegation will also judge the competitors

5 di 8

according to 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 judging parameter may be added at the discretion of the Technical Jury and by the Jury of Honour of the Chinese Delegation, as far as it concerns.

Art. 11 – RESPONSIBILITY

The organization and its Organizational Partners are relieved from any liability with regard to the content of the provided material and from any liability referred to third persons, companies or legal subjects, the performance in question being rendered exclusively as a mere means of work. With the registration form the Competitor 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 in regards to the violation of intellectual or industrial property rights. By signing the registration form, the participant authorizes, taking his own responsibility, the publication of his brands, denominations, video and/or photographic material, relieving the organizers, and those who manage the communication for them, from any responsibility regarding the possible presence of brand names which the competitor is not entitled to use or from any other form of claims for damages that may arise from third parties. Candidates commit not to infringe the intangible or industrial property rights of third parties during the creation of the garments or productions entered in the competition. In this regard, candidates personally commit to indemnify or possibly reimburse the organizers, for any damage, burden or expense in the event of complaints registered by third parties in relation to the created pieces, as well as for any other prejudice complained of by third parties.

Art. 12 – RIGHTS ON SENT MATERIAL

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 may be used in future publications, even in future editions, including those created for multi-channel advertising campaigns.

Art. 13 – VARIATIONS AND PARTIAL OR TOTAL CANCELLATION

In case of cancellation of the Contest due to 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.

Art. 14 – ACCEPTANCE OF THE COMPETITION ANNOUNCEMENT

By completing and signing the announcement of participation valid as a registration form, Candidates accept the conditions expressed in this Regulation as well as the future decisions of the Jury and the Competition Management. Signing the participation regulation and the application form implies the full approval of the same.

Art. 15 – CONTROVERSY

For any arisen dispute between the organization and the candidate for the Competition, or whoever in their stead in case of underage participants, the Court of Cosenza is elected as the competent court.

For any information and clarifications please contact the Organizational Secretariat:

Independent Style – contest@independentstyle.it

Barolo Fashion Show - segreteria@barolofashionshow.it

Cosenza Fashion Week - info@cosenzafashionweek.it

ENTRY FORM 2021

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

Denomination _____ web site _____
[Brand Naming if present]

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

Other communication channels: _____

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

* if in VAT number possession

REQUESTS

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

UNDER 35

ARTISANS "MADE IN ITALY"

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/she 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;

AUTHORIZES

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 authoring as of now any transfer to third parties.

EXPRESSLY CONSENTS

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

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

_____, The ____ / ____ / 2021
[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 which the collected data are intended for

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 which you can contact to 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 this sheet below, 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.

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