

THE RULES OF THE FASHION DESIGNER AWARDS 2018 COMPETITION

1. The rules set out the conditions for organizing the Fashion Designer Awards 2018 Competition, which is aimed at discovering and promoting gifted young people keen on fashion. The competition does not limit, in terms of age, those eager to take part.
2. The sole originator and organizer of the competition is Fashion Boulevard Sp. z o.o. represented by Ms Joanna Sokołowska-Pronobis.
3. Collections taking part in the competition cannot come from other contests (except for school displays).
4. Submitting a portfolio with drawings for the competition is tantamount to transferring its ownership to the competition organizer.
5. The organizer reserves the right to publish in the media the works submitted for the competition.
6. The theme of the 2018 edition is "TRIBUTE TO NATURE".
7. The subject of works under this year's edition of the contest is WOMEN'S FASHION.

Enclosing accessories to the collection is subject to an arrangement with the organizer.

8. The contest is divided into 3 stages:

8.1. Stage 1 – QUALIFICATIONS. Under the qualifications, works meeting the following criteria will be evaluated:

- a) The deadline for sending works expires on 2nd February 2018 (the date as postmarked).
- b) Every competitor of the competition presents 5 (say: five) works (A4 format, ie 21 x 29,7cm) in the form of colour magazine drawings in the A4 format – with the fabric template enclosed and the application form completed correctly.
- c) The drawings should be delivered in a paper folder (without sheet protectors), signed with the forename and surname.
- d) The works should be sent to:
Fashion Boulevard Sp. z o.o.
ul. Świętokrzyska 30, lok. 63
00-116 Warszawa
with the note: Fashion Designer Awards 2018 Competition;
- e) The designs must reflect the theme and essence of this year's edition of the competition, as referred to in items 3, 6 and 7 of the rules herein, otherwise they will not qualify for the competition.
- f) The works sent within the deadline, indicated in item 8.8(a) of the rules herein, will be evaluated by the contest jury. Out of the works sent for entry in the competition – 30 competitors will be selected (the works which received the largest number of the jury's votes and those which met the evaluation criteria set out in the rules). Those people will be qualified for the consecutive stage of the competition and the next 20 competitors out of them will pass to the semi-final.
- g) A list of the people qualified for the next stage of the competition will be published at the latest by the 12th of February 2018 on the competition website: www.fashiondesignerawards.com.pl and Facebook. All the qualified people will be notified by email of passing to the next stage of the competition.

- 8.2. Stage 2 – SEMI-FINAL

- a) By 19 March 2018, 1700 hrs, 30 competitors (selected during the jury's first session) will send 2 selected gowns size 36/38 (as per the European size table), made according to their submitted designs. They will be in a case and on a hanger together with a precise description of the gowns and the designer's name sewn onto the case (a form of a business card). The gowns will be presented on models in a meeting with the jury on 22 March 2018.
- b) The jury will make an evaluation and shortlist 20 semi-finalists, whose personal data will be published on the organizer's website. Thus, they will qualify for the next stage of the competition as semi-finalists and will present the designs in Galeria Mokotów (Mokotów Mall).
- c) The organizer is entitled to 2 additional places in the semi-final.
- d) If the semi-final gowns are not delivered, a semi-finalist is subject to a financial penalty of 2,000 (two thousand Polish zlotys), payable within 7 days from the semi-final date into the organizer's account.
- e) The selected 30 competitors undertake to appear during the jury's meeting on 22 March 2018 in Warsaw, ul. Smolna 40 (Indigo Warsaw Hotel) – availability in the period 1100-1500 hrs (in justified cases the competitors are obligated to inform the organizer of their absence by emailing the address office@fbe.com.pl)
- f) The organizer obligates the contestants to keep secret the collection designs and sown gowns. Revealing information on the competition materials as referred to in the previous sentence or publicizing it will cause a competitor to be excluded from the competition.
- g) The semi-finalists' competition works will be publicized in the form of a fashion show during the semi-final of Fashion Design Awards 2018 in the Galeria Mokotów shopping mall, ul. Wołoska 12, Warsaw, on 24 March 2018.
- h) On 24 March 2018 the jury's verdict will be announced. Out of the presented works of the 20 semi-finalists, 9 people will be selected, whose collections will be presented in the Grand Final. The 10th person will be selected through a special internet vote on the organizer's website www.fashiondesignerawards.com.pl. A list of the finalists will be published on the organizer's website as indicated in item 8.1(j) of the rules herein within the time indicated in the first sentence of the present item.
- i) the semi-finalists are required to collect their gowns in person directly after the semi-final event in the Galeria Mokotów shopping mall.
- j) The awards for the semi-finalists are:
 "Alexander McQueen. Krew pod skórą" ("Alexander McQueen. Blood under the Skin") Andrew Wilson, published by wsqn.pl
 "Tommy Hilfinger. Amerykański Marzyciel" ("Tommy Hilfinger. American Dreamer"), published by Publicat

8.3. Stage 3 – FINAL

- a) During the Grand Final every one of the 10 finalists will present 2 semi-final gowns and 2 final gowns qualified by the jury for the competition final.
- b) Every one of the finalists undertakes to send 2 semi-final and 2 final competition gowns within the time indicated by the organizer to the address indicated in item 8.1(d) as per the instructions in item 8.2(c).
- c) All the finalists will be notified of the date of the Grand Final by email or phone by 9 April 2018.
- d) If the final gowns are not delivered by the time indicated in item 8.3(b), the finalist is subject to a financial penalty of 2,000 PLN (say: two thousand Polish zlotys) payable within 7 days into the organizer's account.

e) Every one of the finalists agrees to appear at the Grand Final of Fashion Designer Awards 2018. In the case of illness the organizer allows the possibility of representing a finalist by a person they indicate. In the case of illness a finalist is obligated to inform the organizer of a person representing them during the Grand Final by emailing the address office@fbe.com.pl.

9. The contest jury will evaluate the contest works at every one of the contest stages, through the evaluation criteria such as consistency with the theme, workmanship, originality, usability.

10. The list of the jury members will be published on the organizer's website indicated in item 8.1(i) of the rules herein. The jury's work during session 1 is secret.

11. During the Grand Final, out of the 10 finalists, the competition jury will choose the competition winners, the people who have designed 3 collections evaluated highest by the jury.

12. Out of three finalists chosen by the jury for the shortlisted final the first place in the Fashion Design Awards 2018 Competition will go to the designer of the collection which will be evaluated highest by the competition jury.

13. The second place in the Fashion Design Awards 2018 Competition will be given to the designer whose collection will be evaluated as the second in order by the competition jury.

14. The third place in the Fashion Design Awards 2018 Competition will be given to the designer whose collection will be evaluated as the second in order by the competition jury.

15. In the competition final the jury will make an evaluation of the competitors' works according to the following scoring scheme:

10 points for the best work

7 points for the second best work

5 points for the third best work

If several gowns should receive the same number of points, the choosing of the best of them will be decided by the number of high grades awarded to the design. The organizer is entitled to the double number of points.

16. Awards: Competition winners (designers who took first, second and third places) will be given scholarships in Międzynarodowa Szkoła Kostiumografii i Projektowania Ubioru (MSKPU – International School of Costume and Clothing Design) in Warsaw based at ul. Kasprzaka 2/8.

Everyone will receive respectively:

1st place – full 2.5 years' scholarship in MSKPU

1st place – a pecuniary award of 15,000 PLN funded by MSKPU

1st place – internship in fashion atelier abroad

1st place – holiday course (with accommodation) in the partnership institution Shaanxi Polytechnic Institute

1st place – a trip to the Premier Vision Fair in Paris with the strategic partner Microsoft Surface

1st place – a display of an authorial collection during the Grand Final of the 10th edition of Fashion Design Awards in Warsaw

1st place – a scholarship to attend the course in fashion marketing with Alberto Campagnolo – a marketing specialist at the Giorgio Armani headquarters

2nd place – 2.5 years' scholarship for studies in MSKPU

3rd place – 1 year's scholarship in MSKPU

- 16.1. The finalists will receive the book "Modnie i wygodnie. Jak trampki weszły na salony" ("Fashionably and comfortably. How training shoes entered high society") by Dagmara Radzikowska and Grażyna Olbrych.
- 16.2. One of the selected finalists will receive:
- probation at the Bizuu studio
 - probation at the styling department of the TVN television
 - a special award from fashionpost.pl – "Magnetyczna Osobowość" (Magnetic Personality). The award for the greatest media potential and understanding the essence of communication in the media. The award is:
 - an audit of marketing and communication actions, preparation of an activity strategy together with the winner
 - a year's media care of the winner – publications on the subject of his achievements, new productions, collections and others
 - promotion of the winner in the social media of Fashion Post
17. The awards will not be duplicated if a duo wins! It means there is a possibility of making use of the awards only by one person of a duo.
18. The competition organizers reserve the possibility of using all the competition materials given by the contestants for production purposes of the Fashion Designer Awards 2018 Competition as well as for the advertising and marketing purposes on the competition website and in the PR materials (press, radio, television).
19. The organizer reserves the possibility of making changes in the rules.
20. The organizer reserves the possibility of possible minor damage resulting from quick changes during shows (such as a zip ripped, a button detached). The organizer reserves the exclusive right to the styling of models.
21. The organizer reserves the right to publish the portrayals of the 10 finalists on the competition website www.fashiondesignerawards.com.pl and manage their images at various marketing and PR planes.
22. The competition finalists have the right to indicate one sponsor of the collection, who will be mentioned in the acknowledgements during the Final Gala (it will not be a brand competitive to the Fashion Designer Awards partners and it will be agreed with the organizer beforehand).
23. All the costs related to attendance in the competition will be incurred by the contestant.
24. A finalist of Fashion Designer Awards 2018 is obliged to mark the Fashion Designer Awards page on Facebook in the context of them utilizing the award under FDA.
25. A finalist of Fashion Designer Awards 2018 is obliged to prepare a (written and photo) account of utilizing the awards they have won and send it to office@fbe.com.pl within 2 days of utilizing the award.
26. The finalists are entitled to invite 4 guests to the Grand Final.
27. Taking part in the competition is tantamount to giving consent by a contestant to use their image and the data for the purposes of producing the Fashion Designer Awards 2018 Competition in accordance with the regulations of the Act of 29 August 1997 on the Protection of Personal Data (O.J. No 133, section 883 with the subsequent amendments).
28. The regulations of the Civil Code apply in matters not governed by the rules herein.