

# NAGOYA FASHION CONTEST 2012

32nd

## Rules and Guidelines

Nagoya Fashion Contest 2012 is calling for unpublished and original fashion designs with distinct styles for women, men or children (age 4 or 5). There are no restrictions on the category (i.e., entries can be for any season, formal or casual), or the number of works you can submit.

## Entry Requirements

The competition is open to everyone (but participation by groups having two or more members is not permitted). However, your fashion design sketches must be feasible (i.e., realizable), and you must be able to attend in person at your own cost the final public judging and the rehearsal the day before, both to take place in Nagoya City.

## Judging Criteria

Entries will be judged for expressiveness, originality, and quality of finish.

## How to Enter

Produce a colored design sketch (only originals, not photocopies, will be accepted) on a B4-size (257×364 mm, 10×14 inches) sheet of drawing paper. On the same sheet you may include swatches and other related images as necessary. Complete a design description form and entry form for each sketch, and attach them to the sketch. (See the sample layout. Design description forms and entry forms may be photocopied.)

## Entry Fee

Each sketch submitted requires an entry fee of 500 yen (incl. consumption tax). Please enclose with your sketch a money order (*teigaku kogawase* or *futsu kawase* issued by Japan Post Bank within 6 months, without filling in the sections for payees' name and address) for the necessary amount.

- \* If you are sending 2 or more sketches, you may combine *teigaku kogawase* of any value to make up the total amount. If you are sending 9 or more sketches, *futsu kawase* is recommended.
- \* The entry fee is waived for entries from outside Japan.

## Deadline for Submissions

Entries must be received by Friday, May 25, 2012. (No submissions will be received after the deadline.)

- \* E-mail submissions are not accepted. Please send entries by post or courier.

## Judges

Yukiko Hanai (fashion designer) / head judge  
Hiromichi Nakano (fashion designer)  
Yumiko Hara (fashion director)  
Toshikazu Iwaya (fashion designer)  
Tamae Hirokawa (fashion designer)

## Initial Screening (based on sketches)

Early June 2012  
Finalists will be notified in writing by early July. In addition, finalists' sketches will be published with their names, affiliations, addresses (prefectures or nations) on the official website of Nagoya Fashion Association ([www.n-fashion.com](http://www.n-fashion.com)) at a later date. Finalists are required to execute their designs (including small articles) based on the sketches that have passed the initial screening, and submit their finished product to the final public judging.

## Final Public Judging and Awards Ceremony

Thursday, September 13, 2012  
The final judging will take the form of runway show with professional models, and will be open to the public. After that, an awards ceremony will be held.  
Venue: Design Hall  
3rd Floor, Nadya Park Design Center Building, 3-18-1 Sakae, Naka-ku, Nagoya City, Japan

## Awards and Cash Prizes

Grand Prize (1 winner): 1 million yen  
Gold Prize (1 winner): 300,000 yen  
Silver Prize (1 winner): 100,000 yen  
Encouragement Prize (up to 3 winners): 50,000 yen  
Finalists (excluding prize winners) who show at the final public judging: 30,000 yen

## Other Instructions for Entries

- \* Submitted sketches will not be returned.
- \* Copyrights of the sketches that pass the initial screening and of the works selected for the final public judging will remain with the contest organizer.
- \* If the contest organizer judges a submitted sketch to be highly similar to that of a work entered in another contest, awarded prizes or qualification as finalist may be canceled even after the judging.
- \* Personal information provided by contestants will not be used for any other purposes than management of Nagoya Fashion Contest 2012 or sending invitations to the related events.

## Organizer

Nagoya Fashion Promotion Committee (formed by the Nagoya Fashion Association and Nagoya Industries Promotion Corporation)

## Co-organizer

City of Nagoya

## Supported by

Chubu Bureau of Economy, Trade and Industry, Aichi Prefecture, and Nagoya Chamber of Commerce and Industry

## Please send submissions (sketches) and inquiries to:

Nagoya Fashion Contest 2012  
Nagoya Fashion Promotion Committee  
Nagoya Fashion Association  
6th Floor, Nadya Park, Design Center Building,  
3-18-1 Sakae, Naka-ku, Nagoya City 460-0008, Japan  
Tel: +81-52-265-2030 Fax: +81-52-265-2036  
E-mail: [nfa@n-fashion.com](mailto:nfa@n-fashion.com)

✂ cutting line

## NAGOYA FASHION CONTEST 2012 Design Description Form

● Title of work

● Category (circle where applicable)

Women / Men / Children ( Boys / Girls )

● Material(s)

● Concept

✂ cutting line

## NAGOYA FASHION CONTEST 2012 Entry Form

● Title of work

● Category (circle where applicable)

Women / Men / Children ( Boys / Girls )

● Family name + Given name (Roman letters or pinyin)

● Age as of Sept. 13, 2012: Male / Female

● Current address (Roman letters or pinyin)

● Telephone

● E-mail address (not cell phone)

● Occupation

● Employer / School

● Address (Roman letters or pinyin)

● Telephone

● Notes

Sketch #( ) of ( ) total sketches submitted.