Regulations

Of the competition "Fashion For Future"

held as part of Eurasian Fashion Week-2022

1. General Provisions

1.1. These Regulations consider the procedure, terms and conditions of the competition for participants (hereinafter referred to as the Competition).

1.2. The competition is held as part of the annual Eurasian Fashion Week.

1.3. The initiator and organizer of the Competition is Models Production LLP.

1.4. The Initiator chooses the Organizing Committee of the Competition (hereinafter referred to as the Organizing Committee), which ensures the organization and conduct of the Competition.

1.5. The Organizing Committee forms the composition of the jury. The Jury evaluates the works submitted for the competition and determines the winners of the Competition.

1.6. Address of the Organizing Committee: 050059, Republic of Kazakhstan, Almaty, st. Kazhymukan, 8, office 28.

Phone for inquiries: +7 747 080 7759 Imanova Saida, e-mail: fff@eurasianfashionweek.com

2. Purpose and objectives of the competition:

2.1. Support for novice designers, development of light industry in the Republic of Kazakhstan and attraction of specialized investments.

2.2. Establishing a dialogue and identifying the real needs of novice designers.

3. The organizing committee and the jury of the competition:

3.1. To organize and conduct the competition, the Organizing Committee and the jury are created. The Organizing Committee includes representatives of Eurasian Fashion Week, determined by the Directorate at its own discretion.

3.2. The main activities of the Organizing Committee are:

* organization and holding of the competition;
* formation of the jury;
* Summing up the results of the competition and identifying the winners;
* presentation/distribution of award materials;
* accompanying the winners or delegating control over the execution of prize positions (training, training, participation in EFW).

3.3. The composition of the jury is formed by the Organizing Committee. The jury may include both Kazakhstani and foreign specialized specialists, as well as representatives of the media and / or other media personalities at the discretion of the Organizing Committee.

4. Terms and conditions of the competition:

4.1. The following can take part in the competition:

* students of specialized institutions;
* graduates;
* self-employed novice designers;
* designers who are employed but have no experience presenting their own collections.

4.2. The age of participants is 18+.

4.3. The competition is held from August 1 to October 30, 2022.

4.4. The qualifying round runs from August 1 to September 20, 2022.

4.5. To participate in the competition, you must send an application to the Organizing Committee (see Appendix 1) and a sketch of one image created according to the topic set by the Organizing Committee.

4.6. Works are submitted to the Organizing Committee until September 20, 2022, both in electronic form at fff@eurasianfashionweek.com, and on physical media at the address: 050059, Republic of Kazakhstan, Almaty, st. Kazhymukan, d. 8, of. 28.

4.7. The list of 10 finalists is announced by the Organizing Committee on September 25, 2022 on the competition website http://fff.eurasianfashionweek.com/

4.8. The final of the Contest takes place at the end of October 2022 as part of the Eurasian Fashion Week.

4.9. The finalists must independently send off and provide the image that was selected by the jury. Hair and make-up of the model are performed in accordance with the style of the image and are provided by the contestant;

4.10. Winners are announced on the day of the show.

5. Content of the competition:

5.1. The theme of the competition for 2022 is Conscious Consumption.

5.2. Each participant must use a JACKET (used) in the created image.

5.3. The jury evaluates:

* relevance to the topic;
* quality of execution and design of work;
* originality of the decision, creative and creative approach.

5.4. The jury has the right:

 ‒ to mark with additional diplomas distinguished works for the originality of the creative solution. The jury's decision is final and not subject to appeal.

6. Rewarding:

6.1. Internship in one of the leading European Fashion Houses (selection of a participant from among the finalists at the discretion of the Fashion House).

6.2. Contract with the NOSIMOYO brand to create a collection to represent Kazakhstan domestically and abroad in 2023. (the choice of a participant from among the finalists is at the discretion of the brand representatives).