**Regulations**

Of the competition "Fashion For Future"

held as part of Eurasian Fashion Week 2024

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: +7 707 263 4488 – office (coordinator Amaliya), 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.

2.3. Promoting the principles of sustainable consumption and production.

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;
* certified specialists;
* self-employed beginning designers;
* creative cluster, artisans;
* designers with no experience in presenting their own collections;
* amateurs.

4.2. The age of participants is 18+.

4.3. Applications are accepted from June 15 to September 24, 2024.

4.4. To participate in the competition, it is necessary to send an application to the Organizing Committee (see Appendix “REQUIREMENTS-FFF-November-2024”) and sketches of two looks (1 male + 1 female), created according to the topic set by the Organizing Committee.

4.5. Works are submitted to the Organizing Committee until September 24, 2024 in electronic form to the email: fff@eurasianfashionweek.com.

4.6. The list of 10 finalists is announced by the Organizing Committee on October 10, 2024 on the competition website http://fff.eurasianfashionweek.com/

4.7. The final of the Contest takes place at November 2024 as part of the Eurasian Fashion Week.

4.8. 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; The backstage is provided by the organizer.

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

5. Content of the competition:

5.1. The theme of the competition for 2024 is «DENIM FOR FUTURE: A World of Upcycling».

5.2. Each participant must submit two innovative and stylish looks (one male and one female) made from recycled denim that demonstrate the power of upcycling and promote sustainable fashion. The primary material can be old jeans, jackets and other denim products.

5.3. Each participant of the competition can receive primary material for creating their collections at the «Teplo» Foundation.

5.4. The jury evaluates:

* Relevance of the idea, pret-a-porter style.
* Originality and creativity of design.
* Applying sustainable design principles.
* Technological and design quality of work.

5.5. 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. Grand Prix - **Two scholarships\*\*** to study at IED Como in the summer of 2025 and participation in EURASIAN FASHION WEEK in 2024.

\*The winner is responsible for all travel and other expenses and will be led by an IED consultant through the stages of admission to study abroad.

\*\*English language proficiency is required to receive the IED Barcelona Study Grant

6.2. Internship provided by a famous Kazakhstani designer.

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

6.4. Creation a collection under the NOSIMOYO brand.

6.5. Prizes from partners.