**Regulations**

Of the competition "Fashion For Future"

held as part of Eurasian Fashion Week 2025

**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 February 15 to June 1, 2025.

4.4. To participate in the competition, it is necessary to send an application to the Organizing Committee (see Appendix “REQUIREMENTS-FFF-October-2025”) 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 June 1, 2025 in electronic form to the email: fff@eurasianfashionweek.com.

4.6. The list of 10 finalists is announced by the Organizing Committee on June 15, 2025 on the competition website http://fff.eurasianfashionweek.com/

4.7. The final of the Contest takes place in October 2025 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; 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 2025 is «FUTURE FOR CRAFTS: fashion heritage».

5.2. Each participant must present two innovative and stylish looks (one male and one female) based on **upcycling**, which must integrate such craft techniques as **patchwork and/or quilling**. Other types of handicrafts are welcome as an addition. The primary material can be old things, items with a history, recycled fabrics, natural fibers, etc.

5.3. Each finalist of the competition can receive primary material for creating their collections at the «Teplo» Foundation in Almaty, Kazakhstan.

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 – Cash prize;

6.2. Complimentary participation in EURASIAN FASHION WEEK 2026;

6.3. Internship with a renowned Kazakhstani designer;

6.4. Internship at a prestigious European fashion house;

6.5. Exclusive prizes from partners.