

## **COMPETITION DETAILS**

### **BAZAAR ASIA NEW GENERATION FASHION DESIGNER AWARDS 2015**

**Thank you for your interest in Harper's BAZAAR Asia New Generation Fashion Designer Award!**

#### **Objectives**

To recognise the importance of a platform for the next generation of fashion designers to showcase their work. Conducted in partnership with its Asian counterparts in Indonesia, Malaysia, Thailand and Vietnam, *Harper's BAZAAR* Malaysia aims to encourage and promote creativity and create the opportunity for continued learning with its tie-up with internationally renowned fashion design school Istituto Marangoni, with this regional competition.

#### **Eligibility**

Participants must be:

1. Graduating fashion design students, practicing or aspiring designers
2. Malaysian

#### **Entry Details**

The winner will be judged on his or her creativity, originality, commercial viability and technical ability to produce work that is on par with *Harper's BAZAAR* standards. Participants are to include either hand-drawn sketches or web illustrations. Limited to one entry per person for the 2015-16 contest period.

*Harper's BAZAAR* sees the importance of setting a new and right platform to encourage local designers-to-be to participate in this inaugural competition that would showcase their creativity, as well as the opportunity to market their collection on a regional and global scale.

#### **Each entry must include:**

1. Twelve sketches for spring/summer ready-to-wear 2016 suitable for womenswear
2. Official application form, which can be downloaded from the competition website: [www.harpersbazaar.my](http://www.harpersbazaar.my)
3. Fabric swatches for the proposed designs and relevant mood boards
4. Curriculum vitae



### **Guidelines**

Each entry submitted must also adhere to the following guidelines:

1. Works submitted should be of original content. No portion of the entry should be copied in whole or in part from any other work that is not the entrant's own.
2. Entries must be in a commercially viable fabric that can be dry-cleaned.
3. Submitted designs should not have been previously published or entered into any competition or contest or won any award prior to submission to this contest. *Harper's BAZAAR* reserves all the rights to use images and submissions to promote the designers and the competition in all media thereafter for perpetuity.

### **Submissions**

Entries can be delivered to Blu Inc Media Sdn Bhd office at:  
c/o Harper's BAZAAR Malaysia  
Lot 7, Jalan Bersatu 13/4,  
Section 13,  
46200 Petaling Jaya,  
Selangor, Malaysia

The closing date for entries is **October 20, 2015**. If you have any enquiries pertaining to the competition or would like to request for the submission form, please contact Atasha Ahmad from the Marketing Department at [atashaahmad@bluinc.com.my](mailto:atashaahmad@bluinc.com.my) and include subject title as "BAZAAR Asia New Gen Fashion Award 2015"

## **APPLICATION FORM**

Please complete the following Application Form in full and return by close of business day on **20 October 2015** and drop it off at:

Blu Inc Media Sdn Bhd  
c/oHarper's BAZAAR Malaysia  
Lot 7, Jalan Bersatu 13/4,  
Section13,  
46200 Petaling Jaya,  
Selangor, Malaysia

All applications must include:

\_\_\_ Completed Application Form

\_\_\_ 12 sketched for spring/summer ready-to wear 2016 suitable for womenswear

\_\_\_ Fabric swatches for the proposed designs and/or relevant mood boards

\_\_\_ Curriculum vitae

## **GENERAL INFORMATION**

Application Date:			
Brand Name:			
Contact Person:			
Mobile:		Landline:	
Email Address:			
Website (If Any):			
Postal Address:			
Occupation (if not studying) :			

**EDUCATION**

School/Institution	Country	Year of Joining	Year of Leaving	Highest Qualification achieved

**PREVIOUS & PRESENT EMPLOYMENT**

Organisation Name:

From (mm/yy)	To (mm/yy)	Designation	Brief Description of job duties	Major Achievements

Organisation Name:

From (mm/yy)	To (mm/yy)	Designation	Brief Description of job duties	Major Achievements

Organisation Name:

From (mm/yy)	To (mm/yy)	Designation	Brief Description of job duties	Major Achievements



BAZAAR

ASIA NEW  
GENERATION  
FASHION  
DESIGNER  
AWARD

If you currently have a business that is related to fashion and/or merchandising, please kindly fill up the following details, else please indicate "Not Applicable" within this section and move to the next section.

<b>Where are you retailing at?</b>	
<b>What are your current marketing efforts?</b>	
<b>What is your annual sales turnover?</b>	

**BUSINESS PLAN**

**Tell us about your  
fashion/design  
aesthetic  
(in no more than 500  
words)**

<p><b>Tell us about your collection (in no more than 800 words) – What is your inspiration? How does your collection reflect your brand identity?</b></p>	
<p><b>What is the suggested price point of your collection pieces?</b></p>	

## **TARGET AUDIENCE**

<p><b>Who is your target market? (e.g mid 20s – 30s, young adults, working executives, etc)</b></p>	
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## DISTRIBUTION

Where would you ultimately like to distribute or retail your collection at and why?

## MARKETING STRATEGY

What will be your top three PR & Marketing Activities to launch and promote your brand and collection? i.e How do you want to excite your potential customers?

1

2

3



**If you were to win the BAZAAR Asia New Generation Fashion Designer Award and the sponsored Master's degree at Instituto Marangoni, how would this competition and prize help you grow and realise your business aspirations?**

## **PRIVACY**

This information provided will be used solely for the purpose of assessing your application for the Harper's BAZAAR Asia New Generation Fashion Designer Award 2015 and will only be made available to those assessing your application.

## **DECLARATION**

I have read all the information about the competition as attached in the application form. Should I become a Finalist, I agree to take part in any publicity that may arise and am committed to participate in all events related to the competition.

**Name:**

\_\_\_\_\_

**Signed:**

\_\_\_\_\_

**Date:**

\_\_\_\_/\_\_\_\_/\_\_\_\_

Should there be any enquiries about the competition, please email Atasha Ahmad from the marketing team at [atashaahmad@bluinc.com.my](mailto:atashaahmad@bluinc.com.my) or [bazaarmyl@bluinc.com.my](mailto:bazaarmyl@bluinc.com.my) and include subject title as "BAZAAR Asia New Gen Fashion Awards 2015"