



ASIA NEWGEN FASHION AWARD

2020 APPLICATION FORM

Please complete the following Application Form in full and submit your application by **5pm on 10 April 2020** at:

Attn: NewGen 2020
Harper's BAZAAR Singapore - SPH Magazines Pte Ltd
1000 Toa Payoh North
News Centre, Lobby Reception
Singapore 318994

All applications must include:

- Completed Application Form
- 12 sketches for Spring/Summer Ready-To-Wear 2020, suitable for womenswear
- Fabric swatches for the proposed designs and/or relevant mood boards
- Curriculum Vitae

GENERAL INFORMATION

Brand Name:	
Applicant's Name:	
Contact Number:	
Postal Address:	
Email Address:	
Occupation:	
Website (If any)	
How did you find out about the competition:	

EDUCATION

School/ Institution	Country	Year of Joining	Year of Graduation	Highest Qualification Obtained



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PREVIOUS & PRESENT EMPLOYMENT

Organisation Name:

From (MM/YY)	To (MM/YY)	Designation	Brief Description of Duties	Major Achievements

If your designs are currently being retailed/ have been retailed, please fill up the following section. Else please indicate "Not Applicable" and move to the next section.

Where are you retailing at?	
How long have you been retailing?	
What are your current marketing efforts?	
What is your current sales turnover?	



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BUSINESS PLAN

<p>Tell us about your fashion/design aesthetic (In no more than 500 words)</p>	
<p>Tell us about your collection – What is your inspiration? How does your collection reflect your brand identity? (In no more than 800 words)</p>	
<p>What is the suggested price point of your collection pieces?</p>	



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TARGET AUDIENCE

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

<p>Where would you ultimately like to distribute or retail your collection at and why?</p>	
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MARKETING STRATEGY

<p>What will be your top three PR & Marketing activities to launch and promote your brand and collection? (E.g. How do you want to excite your potential customers?)</p>	1
	2
	3



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<p>If you were to win the <i>Harper's BAZAAR Asia NewGen Fashion Award 2020</i> and the sponsored Master's degree at Istituto Marangoni, how would this competition and prize help you grow and realise your business aspirations?</p>	
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PRIVACY

This information provided will be used solely for the purpose of assessing your application for the *Harper's BAZAAR Asia NewGen Fashion Award 2020* 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.

<p>Name:</p>	
<p>Signature:</p>	
<p>Date:</p>	

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COMPETITION DETAILS

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, Thailand and Vietnam, *Harper's BAZAAR* Singapore 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:

- Emerging designers including: Fashion design students, aspiring or practicing designers (With under three years of retailing experience)
- Singaporean or residing in Singapore

Guidelines

Each entry submitted must also adhere to the following guidelines:

- 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
- Entries must be in a commercially viable fabric that can be dry-cleaned
- 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

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
- Each entry must include:
 - Completed Application Form
 - 12 sketches (hand-drawn or web illustrations) for Spring/Summer Ready-To-Wear 2020 , suitable for womenswear
 - Fabric swatches for the proposed designs and/or relevant mood boards
 - Curriculum Vitae
- Limited to one entry per person for the 2020 contest period

Submissions

Entry to be delivered to:

Attn: NewGen 2020
Harper's BAZAAR Singapore - SPH Magazines Pte Ltd
1000 Toa Payoh North
News Centre, Lobby Reception
Singapore 318994

Monday to Friday, 9am to 6pm. Closed on Weekends and Public Holidays.

Closing Date

10 April 2020, 5pm

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PROCESS (subject to changes)

January to March 2020 : Recruitment

All candidates are required to submit hard copies of their completed forms and sketches to SPH MAGAZINES Office. The jury committee will shortlist 12 Finalists.

April 2020 : Finalists' Presentation

The 12 Finalists will be invited to a one-on-one meet-up session with the jury committee in April 2020.

During the meet-up, finalists are required to present their collections and brand concept. The jury committee will eliminate six Finalists and the top six Finalists will be required to create toiles for the five looks appointed by the jury committee. Additionally, a mystery challenge will be shared with the top six Finalists.

May 2020 : Toile Presentation

The top six Finalists to present their toiles and their concept for the mystery challenge. The jury committee will further eliminate three Finalists and the final three Finalists will be required to create the actual collection.

July 2020 : Local Judging Session

The final three Finalists to present their collection to a panel of judges. The finalists will be tested on their business plan, technical ability, and the creativity and commercial viability of their designs. The judges will subsequently select two Finalists to represent Singapore at the regional leg of the competition.

October 2020 : Regional Competition – Judging and Showcase

The regional judging session will take place in Jakarta, Indonesia. All regional finalists will be judged and the overall winner will be determined by a point system. The judges' deliberations will be kept secret. The winner will be announced during a runway showcase.

SPH MAGAZINES and Harper's BAZAAR Singapore reserve the right to amend the competition process and guidelines at any point in time, without prior notification to third parties involved, including participants.

Should there be any further enquiries about the competition, please email:

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