

## **Fashion Accessories Design Competition - Open Call**

**Challenge:** Create a fashion accessory that solves a problem from our current reality. The challenge is for students to design an accessory or bag that is forward looking in the problem it solves. Example: the accessory holds a hand sanitizer for quick access, a piece of jewelry checks temperature etc.

**Participants:** The competition is open to all USA High School Students (grades 9-12).

### **Rules and Regulations:**

The designs can be conceptual or functional in their execution. Students must be currently in HS and must have a consenting adult sign the submission (Parent, Teacher, Principal or Guardian.) Include school, email address, the title of the design, and a short description (or call out) of the design, jpeg (300 DPI.) Optional, share a short (~30sec) video or share a link to the design online, via website, or Social Media.

**Deliverables:** Fill out the online application, and add an image of the drawing, rendering, or prototype, with any information explaining the final design. The application is available on BK Style Foundation website or email submission to [submissions@bkstyle.org](mailto:submissions@bkstyle.org)

**Due Date:** All submissions to be sent in by **AUG. 25, 2020**

### **Winners:**

**1<sup>st</sup>** - \$500 prepaid credit card

**2<sup>nd</sup>** - \$300 prepaid credit card

**3<sup>rd</sup>** - \$200 prepaid credit card

All the selected winners will have the opportunity to have their designs produced and highlighted in the upcoming Fashion Week Brooklyn event in October 2020 or April 2021. The judging will include a selection of honorable mentions that will be showcased through a virtual gallery. - Winners will be announced **AUG. 31, 2020**

### **Judges/Mentors**

<https://www.wear.works> Keith Kirkland (founder /tech-wearable designer)

<https://formlabs.com> Lizz Hill (3D printing master)

<https://www.jeffwan.com> Jeff Wan (founder /handbag designer)

<https://catmerrick.com> Cat Merrick (founder /jewelry designer)

**Project partners****COPE NYC** - <http://www.copenyc.org/>

COPE NYC promotes social relations through local, national, and international art exhibits, conferences, fashion shows, artists in residence, and community art projects. The artists in residence exchange program supports this mission by fostering new relationships through creative endeavors and a cross-cultural exchange of ideas among innovators.

**BKLYN Fashion Academy** - <https://www.bklynlibrary.org/bklyn-fashion-academy>

The BKLYN Fashion Academy teaches what it takes to create a viable fashion business! The 16-week intensive program provides the essentials to create and sell ready-to-wear men's and women's wear garments. Selected designers will receive mentoring from industry experts and attend classes on sustainability, sourcing, accessories design, market research, and more, while creating a technology-infused ready-to-wear Spring/Summer capsule collection

## **FAQ:**

### **What is a fashion accessory?**

Bags, purse, clutch, luggage, backpack, crossbody, hats, sunglasses, watches, jewelry, shoes, wallets, belts, etc.

### **How do I best show my design?**

Try to present your work in a simple way that can be easily comprehend by most people.

### **What type of problem should it solve?**

That is up to you – have fun with it! Here are a few topics to consider technology, innovation, social justice, human needs, medical, personal protection, and sustainability.

### **Where do I go if I have questions?**

Please direct any questions to [submissions@bkstyle.org](mailto:submissions@bkstyle.org)

### **How many designs can I submit?**

You can submit up to three different designs, but each one must have a separate submission application.

### **Do I need to make the actual product?**

No, just send in your drawing or video idea so the judging team can easily understand it.

### **How will my design be made into an actual product?**

If you are one of the winners, your design will be made into a working sample that will be considered for production by one of our partners (no guarantees, it is based on how easy it will be to create a sample).

### **Who will own my design(s)?**

You will have full ownership of your design(s) and ideas; our company will sign an agreement with you to create the sample.

### **How long will it take to make my sample?**

The time it takes to make the sample/prototype will depend on the complexity of the design(s).

### **Can I create my design with a group of other students?**

Yes, you can, but they must all be in HS and we will need the team members: names, guardians, and school affiliation info.

### **Can this be design challenge be part of a class project?**

Yes, we encourage class project submissions.

### **Do I have to be in a fashion HS or fashion program?**

No, you just have to be in HS and be creative.