

CHALLENGE ONE: Recycled Dress COUTURE 2018

Take the Challenge

Couture Hong Kong offers students the opportunity to demonstrate their creativity and add a striking new piece to their future design portfolios as they compete to attend the unique Fashion show at COUTURE 2018.

Submit Your Entry

High school seniors are invited to submit an original garment created from non-traditional materials and on the following theme : «Roaring 20's». The recycled outfits could be inspired by the Flapper Look, The Great Gatsby style, or Art Deco fashion.

Fabric cannot be visible in the garment, although entrants are permitted to use it as a **minimum and restricted** base for holding the garment together.

Key Dates

February 28, 2018	Submission Deadline
March 9, 2017	All finalists notified by email
March 24, 2018	COUTURE 2018

*More key dates such as photoshoots and rehearsals will be announced soon, please check your emails regularly and stay updated with our Facebook page!

Rehearsal

The attendance to the two rehearsals is compulsory :

on March 10, 2018 at Blue Pool Road Campus - (2pm- 4:30pm)

on March 17, 2018 at Blue Pool Road Campus - (2pm- 4:30pm)

Show Time

Saturday 7.30 - 10.30 pm, **March 24, 2018** (Location TBD)

Get Creative

Participants are encouraged to make bold choices when designing their pieces, and to demonstrate a forward-thinking approach to design details. Garments that demonstrate a willingness to take risks with unusual materials will be judged more favourably. Entrants should create pieces that reflect at least a basic understanding of garment construction.

Eligibility

1. Entrants **must fully comply with entry rules and regulations**, including deadlines and entry material requirements.
2. **Students must be current seniors in high school** as of the year 2017- 2018 academic year, in Y10, Y11, Y12, or Y13.

Design Requirements

- **Entrants must create a garment through the use of non-traditional materials (not fabric).**
- Materials and textiles can range from hand-painted paper to all kinds of paper and/or discarded materials or else to create textures and sculptural forms. Be creative in your approach!
- **Students must construct the garment themselves.** They may use sewing, stitching, cutting, ripping, gluing, stapling, shredding, tearing, dyeing, tying, and any other methods.

Submission Guidelines

Submissions must be presented as **one PDF file** (two A4 sides, 1/5MB), including:

- **a short explanation of your fashion design and inspiration** (200 words max.)
- **three images showing the front, side, back of the final outfit**
- **two scanned sketches showing the front & back of your design** (colour or black & white), with annotations . *See examples below:*

Designer & Model : MORON Alice

Onirisme Daliesque

I have decided to use Salvador Dali as my inspiration for this dress. To represent the unconscious, I have used on the top part of the dress a black and white painting of the eyes that Dali invented for Hitchcock's movie about a psychiatrist, "Spellbound". The artwork was featured in the film as the background of one of the scenes when we penetrate the unconsciousness of the patient. I thought it was a powerful use of imagery in this movie because of its connotation, the eyes also representing the windows to the soul.

I have then used what I consider Dali's most iconic object: the soft watches. The bottom part of the dress is therefore entirely made of soft watches attached to each other. The biggest watch on the front of the dress is exactly like the one we can find in Dali's painting: it is actually folded due to the dress' shape, adding realism to it. I made all the watches with decoupage techniques in 3 coloured paper: light brown, light blue and a bluish dark green. I feel like these are the colours that are the most used in Dali's painting.

Finally, to add a bit of humour and colour, I have decided to make Dali's lobster telephone as a headpiece and placed it as if I was using it.



During his life, the Spanish artist Salvador Dali has produced recognisable paintings with his unique style. Certain elements of his paintings and objects have become iconic such as the Soft Watches, the Lobster Telephone and his Fish Eating a Tiger. As he was a surrealist painter, Salvador Dali worked around the theme of dream and the unconscious, which I am fascinated about.

I have therefore used:

- The painting "The Persistence of Memory", 1931, oil on canvas, 24 x 33 cm, at the MoMA in New York.
- The background painting Dali made for "Spellbound", 1945, by Alfred Hitchcock
- The lobster Telephone Dali made for the English poet Edward James in 1936, 15 x 30 x 17 cm



Used material

Paper
Plastic wrap
Paper Mâché
Metal strings
Duct tape
Acrylic
Spray paint



All photos should be taken using a **neutral** background and from three angles (preferably front, back and sides).

Digital submission image filenames should include the student's **last name, first name and the title of the piece**: for example, "firstname_lastname_title_recycledaddress.jpg."

Please refrain from using "untitled".

Please send your project and photos to: Mme Isabelle Bezançon, Art Director of Couture bezancon@ifis.edu.hk

Additional Guidelines

All submissions must be received by 5pm (HK Time Zone) on February 28, 2018

FIS reserves the right to use images of the submitted piece for promotion purposes.

N/B: The rationale and images of the garment are required in order to be considered for COUTURE 2018. Entrants are limited to **one** entry only!

Judging Criteria

1. Participants will be judged by a panel of individual immersed in the fashion industry
2. Submissions are evaluated based on the following criteria:

- a. **Design**
- b. **Creativity**
- c. **Concept**
- d. **Craftsmanship**





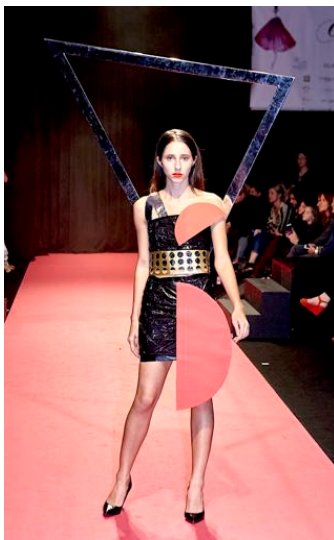
- e. **Materials and fabrication**
- f. **Overall aesthetic**
- g. **Quality of presentation**

Recognition and Prizes

All finalists will have exposure at COUTURE 2018, and six candidates will receive the following awards:

- “Best Fashion Designer 2018”
- “First Runner Up Fashion Designer 2018”
- “Second Runner Up Fashion Designer 2018”
- “Best Look 2018”
- “Best Promising Designer 2018”
- “Special Jury Award 2018”



<p style="text-align: center;">Best Fashion Designer 2017</p> 	<p style="text-align: center;">First Runner Up Fashion Designer 2017</p> 	<p style="text-align: center;">Second Runner Up Fashion Designer 2017</p> 
<p style="text-align: center;">Best Look 2017</p> 	<p style="text-align: center;">Best Promising Designer 2017</p> 	<p style="text-align: center;">Special Jury Award 2017</p> 