



BEENA KANNAN
INITIATES

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INDIA DESIGN
CONTEST 2016
FOR STUDENTS OF FASHION

POWERED BY
SEEMATTI

It's time for India's Biggest Design Contest exclusively for the students of fashion. Here's an opportunity to win exciting prizes and explore a unique platform to hone your skills with the support and mentoring of country's top designers, fashion icons and industry veterans.

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Last date to apply: 3rd July, 2016 Visit: www.indiadesigncontest.com





A one of its kind initiative IDC 2016 is the brainchild of Beena Kannan, CEO and lead designer at SEEMATTI who is the patron too. The objective of the contest is to identify, promote and reward budding fashion professionals and make them profession-ready individuals.

Are you a student of Fashion Design? If yes,

Participate in
India Design Contest 2016

India's biggest
design contest exclusively
for the students of fashion.

Get to interact and be mentored by top designers in the country and also win fabulous prizes!

About

India Design Contest 2016

The eagerly awaited event of every fashion design student and enthusiast, IDC 2016 is poised to be held on 28th August 2016 at Kochi, Kerala, India. The contest aims to foster budding talent in fashion design and expose them to all aspects of fashion and allied businesses, showcasing and marketing their designs.

Who can apply

The contest is open only to students of fashion design from around the world. A team to comprise of minimum 2 to maximum 5 participants.

The selection process

Candidates are chosen by a distinguished panel of judges, from their sketches, concepts and designs based on a given theme.



Contest Brief

India Design Contest 2016 for students of fashion

THEME NAME: BRIDALISTIC

She is about to take a huge leap into the arms of her partner with whom she will be sharing her brave and bold outlook in life. Our brides are modest and demure as well as bold and daring. Her style is dramatically elegant. A perfect blend of classic and contemporary, she certainly knows her accessories as well. Boldness, femininity and wow factor must trickle down to little details as well.

The key word is 'Wearable Wonders.'

The concept for IDC 2016 is woven around 'Futuristic Fashion for Brides.' The umbrella theme is very bold and bridal. Target audience for the designs would be 'Out of the box' thinking brides who look for innovation with the bling factor. In essence, the bridals would be wearable art with texturing and layering as some of the major components in creation. Confidence is her style. Creations must be dominated by glamorous garments with creative cuts and edges giving an extremely dramatic and sensual look. The fabric employed and the detailed craftsmanship should give an extra essence of femininity to the garments.

PALETTES TO CHOOSE FROM

1. SPICE GARDEN	
2. VIOLET SECRET	
3. TEAL STORY	
4. METALLIC TRANSPARENCY	

GARMENT SPECIFICATIONS

- 5 Garments in total
- 1 Gown
- 1 Best of waste (recycle the leftover material)
- Light weight bridals
- All garments must be synchronized according to a single palette



Guidelines

Last Date to Apply: 3rd July, 2016.

Submit on www.indiadesigncontest.com

Requirements

- Color Palette and Concept of the collection
- 5 garments that define the design process
- The sketches of garment and accessories that depict the style, details and the final look on the model.
- Fabric description
- Garment description
- Accessory description

The garment, fabric and style should match the submitted text.

Team Criteria

- Each team can have a maximum of five participants.
- The participants should submit their individual designs.
- A group work on the same garment will not be entertained.
- Each member of the team can submit more than one design if the number of participants is less than five.
- Participants are not allowed to assist/design for other teams even if it is from their institutions.
- Designers should submit their original designs and avoid any attempt towards plagiarism.
- Any kind of inspiration used in the theme/collection should be explicitly mentioned.

Mode of applying

The completed project should be uploaded in the website before 3rd July, 2016.

Evaluation Criteria for entries

The entry designs will be selected strictly on the basis of the sketches sent and the description of the aesthetics and philosophy qualifying the sketches and the details. Selected teams will be informed on or before 6th July, 2016.

JUDGING PANEL

The judging panel will include acclaimed & accomplished personalities in Fashion and allied industries and will not be disclosed till the finale.

Facilities for finalists

Accommodation for outstation teams will be arranged. DJ for the show, the models, makeup artists, hair stylists, for the fashion show and platform will be provided by team IDC 2016. The measurements (vital statistics) of the models will be given to the candidates soon after the selection process.

CAUTION DEPOSIT for finalists

The selected teams should send a DD of Rs.10,000/- or equivalent. The amount is refundable with subject to participation in the show.

**Terms and conditions apply. For more visit www.indiadesigncontest.com*



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