

Fashion X AI 2022

Call For Young Fashion Talents

Fashion X AI 2022: Call For Young Fashion Talents is looking for local fashion graduates and students to join us on our innovation journey. We will be selecting 8 young fashion talents to showcase their works at the Fashion x AI Fashion Show at M+ in December 2022.

8 selected talents will be mentored by leading fashion designers to create innovative designs using a cutting-edge Hong Kong developed AI design system (AiDF) with full technical and production fee support.

We welcome fashion innovators who would like to push the boundaries of their creativity by synergising Fashion and AI.

Join us now to lead Hong Kong as the foremost hub in Fashion Innovation and be part of the region's first Fashion X AI fashion show!

Organiser

AiDLab is proud to present the Fashion X AI 2022: Call For Young Fashion Talents. AiDLab is the region's first research platform that focuses on the integration of Artificial Intelligence (AI) with design. It was jointly established by The Hong Kong Polytechnic University (PolyU) and the Royal College of Art (RCA) in the UK.

What is AiDF?

AI-based Interactive Design Assistant for Fashion (AiDF) is a computer system that utilises artificial intelligence technologies to assist fashion designers in generating new designs from their uploaded design inspirations, material with color choices and fashion sketches. This is a brand-new technology that is developed by Prof. Calvin Wong and his team in AiDLab, Hong Kong. For further details, please visit [here](#).

Selected Entries Will Receive:

- HKD\$40,000 production fee for mini collection of 4 outfits. (Based on reimbursement basis.)
- Unlimited access with technical support to market-first technology, AI-based Interactive Design Assistant for Fashion (AiDF) system.
- Fashion mentorship with leading fashion designers.
- Showcase your collection in the region's first Fashion X AI Fashion Show at Hong Kong's flagship museum for visual culture.
- Feature your designs in a digital look book with full professional styling.
- Exhibit your work in a touring exhibition with venues in Hong Kong and UK.

Eligibility

- HKSAR permanent resident
- Current student or graduate (within 3 years) of a Higher Diploma, Associate Degree, Degree, Master Degree or PhD design program. (In the case of students, a copy of the valid student identity card must be submitted together with the application form. For graduates, please submit a copy of graduation certificate.)
- Entries can be made by individuals or groups.
- Each individual/ group may submit more than 1 entry.

Submission Requirements

1. Online application
2. 300 words (maximum) stating design ethos and rationale for participating in this call for participation.
3. Each entrant will submit a WOMENSWEAR mini fashion portfolio (in PDF format) based on any theme of their choice. The submission must consist of 8 presentation boards described in the sequence below:
 - Board 1: Theme board - with collection title & fashion story/ statement in English explaining the design concept/ inspiration, collection season, for women
 - Board 2: Colour Board – Colour inspiration and colour swatches.
 - Board 3: Fabric Board- Swatches/ samples of proposed materials with descriptions.
 - Board 4 &5: Design development boards- Show how the fashion collection is interpreted from the theme and fashion development sketches.
 - Board 6: Illustration- Collection line up of 2 outfits grouped on 1 board.
 - Board 7 & 8: Individual illustration board with illustration and black and white flat production drawings with front and back views.

All presentation boards should not carry any names or logos or signatures as to reveal the contestant's identity.

Format

1. The Fashion X AI 2022 Call For Young Fashion Talents is realized in the format of a fashion show and touring exhibition.
2. Entrants will submit entries for judging and selection by an externally appointed panel.
3. 8 entries will be selected. Each entry will use the AiDF system to further generate and design a collection of 4 fully accessorised outfits with individual mentorship and AiDF technical support.
4. Each collection will be presented individually to retain distinct identity. AiD Lab will have absolute discretion in the fashion show presentation.

Panel of Judges

The judging panel comprises of distinguished international and local fashion industry professionals and academics.

Judging Criteria

The selection process is based on the following criteria:

- Creativity and originality
- Innovative use of materials and colours
- Overall presentation

How to Apply

- 1) Submit your details at <https://forms.gle/4we58iheEdby1nvU6>
- 2) Fill in the online application and upload your files (In PDF format and under 30MB)
- 3) Rename the file with your name as stated in the application form.
- 4) Finish submission by 15 June 2022, 23:59 hours Hong Kong time

Important Notes

- All entries must be in ENGLISH.
- All entries are required to be submitted via the online submission platform, hard-copies or email submission will NOT be accepted.
- Late submission will NOT be entertained.
- Study the rules and regulations on official website before submission.
- Disqualification of entries may occur if the requirements are NOT met.

DEADLINE

Completed online application and submission must be completed by 15 June 2022, 23:59HKT

Key Dates (Schedule may be subjected to change in accordance with HKSAR Government's COVID regulations.)

15 June 2022	Submission Deadline (23:59)
4 July 2022	Announcement of 8 selected entries. (Results will be announced on the website, Facebook, and each winning entry will be contacted individually)
8 July 2022	Briefing meeting at AiDLab to go through all compulsory activities, rules, important dates and issues. (Compulsory attendance)
13 July 2022	Introduction to mentor and AiDF system.

July-November 2022	Entries to develop and generate fashion collection of 4 outfits using AiDF system.
18 November 2022	Submission of 4 outfits.
19 December 2022	AiDF fashion show.

Rules and Regulations

Definitions

Organizer: Laboratory of Artificial Intelligence in Design (AiDLab)

Entrants: Participants selected in accordance with the descriptions and mechanisms set out in this document.

1. Entrants agree that if they are chosen as one of the 8 entries, they will attend the fashion show, Q&A session, press interviews, photo shoots, video shoots, award presentation ceremonies, exhibitions and all other activities (online or offline) arranged by the Organizer. The Organizer and the appointed media supporters reserve the absolute right to select among the final entries and/or their works for any form of media production for promotional or marketing purposes and deemed as appropriate by the Organizer and the media supporters without the entrant's prior approval.
2. While the Organizer will exercise a high degree of care in handling all entries, the Organizer will assume no liability for any damage or loss of any kind.
3. The collections will be on loan to AiDLab until December 2023 for exhibition and promotional purposes.
4. Each entrant must be the sole and exclusive owner of the copyright of the entry(ies). Entries should not infringe on any rights of any third party. The work must not have been presented publicly in any formats or platforms.
5. All entries submitted must be original work and must not infringe on the Intellectual Property Rights (IPR)* of any individual, collection of individuals, or entity. The use of images belonging to third parties must be fully attributed, fully disclosed and must be done only with the prior written consent of the image owners. The Organizer shall not be responsible whether directly or indirectly for any liability, howsoever arising from any violation of any copyright laws. Entrants agree to indemnify the Organizer against all actions, costs, claims and liability of whatever nature arising out of or in connection with any allegation and /or claim of infringement of the IPR of any party.
6. "Intellectual Property Rights" shall mean patents, trademarks, service marks, trade names, design rights, copyright, domain names, database rights, rights in know-how, new inventions, designs or processes and other intellectual property rights of whatever nature and wheresoever arising, whether now known or hereafter created, and in

each case whether registered or unregistered and including applications for the grant of any such rights.

7. The Organizer at all times reserve the right to reject and disqualify any submitted entry(ies) or to deprive any winning entry(ies) if, in the sole opinion of the Organizers, the entry(ies) infringe on the IPR of any party.
8. All winners will be reimbursed for the cost of collection by the Organiser against submitting original receipts (total amount up to HKD\$40,000 for 4 outfits).
9. By submitting an entry, the entrants grant the Organizer an irrevocable royalty-free lifetime license to use, re-use, publish and re-publish, in whole or in part, in composite or distorted character form all images or photographs, in any medium, now or hereafter, for any purpose whatsoever, including, but not limited to, promotions, illustrations, editorials, advertising, marketing, trade or any other purpose whatsoever without compensation.
10. The Organizer expressly disclaim any responsibility and contestant agrees to indemnify and hold harmless the Organizer and their respective employees and officers, from and against any and all claims, actions, demands and/or liability for injury, damage or loss whatsoever relating to or arising in connection with participation in this competition (regardless of the cause of such injury or loss) or the delivery and/or subsequent use or misuse of any of the prizes awarded.
11. The Organizer shall not be liable to compensate any entrant for any rejected, disqualified, unsuccessful and any title deprived entry.
12. The Organizer reserve the right to amend the details of the competition without prior notice, and to terminate or cancel the competition without any notice or explanation. Contestants understand that it is their sole responsibility to keep abreast of any change to the competition rules.
13. By submitting an entry or entries, contestants agree to be bound by the terms and conditions contained in this document.
14. The Organizer reserve the right to interpret and amend the regulations of this competition at any time, and for any reason.
15. The Organizer reserve the right to amend the regulations of the competition without further notice however the Organizer will endeavour to inform contestants of any change as soon as is practicable. In the event of any dispute, the Organizer reserve the right of the final decision.
16. All entrants agree that the prior written consent of the Organizers is required before the contestant uses his/her entry for any commercial purpose.
17. The terms and conditions contained in these Rules and Regulations shall be construed and governed by the Hong Kong laws.

Enquiries:

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