

THE HONG KONG NEXT FASHION TALENT AWARD



To enhance the image of Hong Kong as a fashion design hub and celebrate the upgrade of the School of Fashion and Textiles (SFT) of The Hong Kong Polytechnic University, the ***Hong Kong Next Fashion Talent Award*** is open to all local young fashion lovers. It aims to promote and cultivate the imagination and creativity, and foster their interest and knowledge in the cultural elements of Hong Kong. The competition also encourages these young future talents to appreciate local culture and integrate these elements into fashionable outfits.

THEME OF DESIGN

Hong Kong Culture —
a mix of Chinese and Western influences

WHO SHOULD JOIN?

Fashion lovers who are:

- Form 4 or Form 5 (under HK secondary curriculum) or
 - Grade 11 or 12 (under ESF secondary curriculum) or
 - Grade 10 or 11 (under US secondary curriculum)
- are welcome to join

Team participation is not accepted

WHAT TO DO?

Contestants should submit a **design artwork of ONE outfit** by email for a preliminary judging session on or before Friday, 30 June 2023.

8 contestants (the “Finalists”)
will be shortlisted for the final presentation
on Early August 2023.

Award presentation ceremony will be followed.

WHAT TO DO?



Contestants should submit

1. an **online application form** and
2. a **design artwork of 1 outfit**

by email for a preliminary judging session
on or before 30 June 2023.

The contents of the design artwork should include:

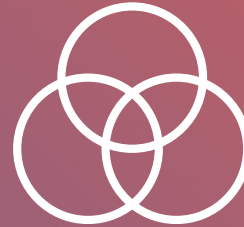
- ✓ Inspiration of the Hong Kong local cultural element(s)
- ✓ Use of colour and photos of fabrications
- ✓ Fashion illustration showing the outfit design

IMPORTANT

The design artwork should be:



Original, and neither have been showcased or published before, nor have not been previously entered in any other design competitions



In full colour



On one A3-size paper



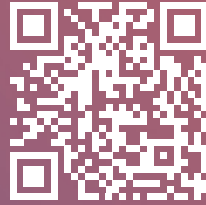
In one single PDF file,
less than 10MB

The design artwork should NOT:

- × Carry any distinguishing features, such as names or logos or signatures as to reveal the identity of the contestant.

Each contestant may submit a maximum of 3 entries. However, only 1 selection per contestant will be selected to proceed to the final round.

HOW TO APPLY?



Submit the online entry form



Submit the artwork file in PDF format by e-mail to
sftnft@polyu.edu.hk

Deadline: Friday, 30 June 2023 at 12.00 noon (Hong Kong time)

JUDGING CRITERIA

- ✓ Creativity and Originality
- ✓ Use of Local Cultural Element(s) in the Outfit Design
 - ✓ Overall Appeal

The judging session for selection of 8 finalists will be adjudicated by the renowned fashion designers, as well as the academia and scholars of SFT.

PRIZES

Champion

HK\$10,000, trophy and certificate of merit

First Runner-up

HK\$7,500, trophy and certificate of merit

Second Runner-up

HK\$5,000, trophy and certificate of merit

Finalist

Certificate of merit

TIMELINE

Submission Deadline
30 June 2023
12.00 noon (Hong Kong time)
Late submission will NOT be entertained

Results Announcement of
Finalists
Mid July 2023

Final Presentation
Award Presentation
Early August 2023

TERMS & CONDITIONS

1. To ensure fairness, all entries will be assigned an anonymous number through which the contestant's entry will be identified throughout the competition.
2. Contestants agree that if they are chosen as Finalists, they will attend press interviews, photo shoots, video shoots, award presentation ceremonies, exhibitions and all other activities arranged by SFT. SFT and the appointed media supporters reserve the absolute right to select among the Finalists and/or their works for any form of media production for promotional or marketing purposes and deemed as appropriate by SFT and the media supporters without the Finalists' prior approval.
3. The contestant 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.
4. All entries submitted by the contestant must be the contestant's 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. SFT shall not be responsible whether directly or indirectly for any liability, howsoever arising from any violation of any copyright laws. Contestants agree to indemnify SFT 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.
5. "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.
6. SFT at all times reserves the right to reject and disqualify any submitted entry(ies) or to deprive any Finalists or winning entry(ies) if, in the sole opinion of SFT, the entry(ies) infringe on the IPR of any party.

8. By submitting an entry, the contestant grants SFT 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.
9. SFT expressly disclaims any responsibility and contestant agrees to indemnify and hold harmless SFT 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.
10. SFT shall not be liable to compensate any contestant for any rejected, disqualified, unsuccessful and any title deprived entry.
11. SFT reserves 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.
12. By submitting an entry or entries, contestants agree to be bound by the terms and conditions contained in this document.
13. SFT reserves the right to interpret and amend the regulations of this competition at any time, and for any reason.
14. SFT reserves the right to amend the regulations of the competition without further notice however SFT will endeavor to inform contestants of any change as soon as is practicable. In the event of any dispute, SFT reserves the right of the final decision.
15. All contestants agree that the prior written consent of SFT is required before the contestant uses his/her entry for any commercial purpose

PERSONAL DATA

1. Personal data provided by contestant is for the compiled for the purpose of the competition only.
2. By submitting the entry(ies), contestants agree that the personal information provided will be kept by SFT and will be used by SFT in conjunction with the competition.
3. The personal data provided may be used for any purpose deemed to be in conjunction with the competition, including the promotion of future projects organised by SFT.
4. Contestants have the right to request access to and all personal data stored by SFT, as stated in in accordance with Sections 18, 22 and Principle 6 of Schedule 1 of the Personal Data (Privacy) Ordinance of Hong Kong. Any privacy related requests may be directed to SFT, The Hong Kong Polytechnic University, Hungghom, Hong Kong.

ENQUIRIES

Ms Yuki Cheng

Assistant Marketing Manager

School of Fashion and Textiles

The Hong Kong Polytechnic University

sftnft@polyu.edu.hk / 2766 6511

www.polyu.edu.hk/sft



#PolyUFashion