

Brief  
July 2010



CLOTHES  
SHOW  
LIVE  
3-8 DEC 2010  
NEC BIRMINGHAM

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# Young Embroiderer of the Year

Design an embroidered garment to reflect the tribal trend

Deadline for Submission: 4 October 2010

Age Group: 16-25 years

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## Introduction

**Clothes Show Live** returns to **Birmingham's NEC** this **December** to celebrate its 23<sup>rd</sup> show. The world's leading fashion and beauty event goes from strength the strength with the launch of a brand new area to the show – **The Sknitch Zone** – encompassing sewing, stitching, knitting, needlework and embroidery.

**Sknitching** (said with a silent k) is the amalgamation of sewing, stitching, knitting, needlework and embroidery and has been coined by Clothes Show Live to highlight the growing trend amongst young people who love to sew, stitch, knit and customise their own clothes.

The Sknitch Zone will cater for all ages who are embracing the thrifty trend to make-do-and-mend, offering visitors a unique opportunity to showcase their talents in the areas of clothing customisation and creative flair, whilst being inspired by the activities featured around the Zone plus a whole host of leading exhibitors and lots, lots more...

To mark the launch of Sknitch, Clothes Show Live will be launching a prestigious new competition to find the **Young Embroiderer of the Year**; joining its hugely successful **Clothes Show Live Design Awards**, each committed to nurturing and developing young talent in the creative arts.

Entrants are invited to send in their designs and 5 finalists will then be invited to make up their designs, to be modelled on the **Sknitch Stage** at Clothes Show Live 2010. The overall winner will be announced live at the show where they will be awarded with a personalised trophy, along with being given the coveted title of Young Embroiderer of the Year for 12 months.

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## The Brief: Design an embroidered garment inspired by the tribal trend

Do you consider yourself an expert in the art of decorating clothes with needle and thread? Are you able to use pearls, beads and sequins to make your own unique design? If this sounds like you then you could be in with a chance of being crowned the first ever **Young Embroiderer of the Year** at Clothes Show Live 2010.

To mark the launch of the brand new area - **The Sknitch Zone** - Clothes Show Live is looking for budding designers to use their embroidery skills to design a garment that reflects the trend of tribal clothing. Whether you use embroidery to enhance a scarf, trousers, headwear or top, your design will be judged on your ability to incorporate the tribal trend into your embroidery.

This is the perfect opportunity for entrants to unleash their imagination to its fullest potential, to produce a unique garment using your embroidery skills.

Entrants should submit their original design and describe in no more than 200 words their concept and an explanation of their entry. Entrants are invited to submit sketches (with swatches and mood boards showcasing their design.) Shortlisted entrants will be required to produce their design

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## The Prize

### **The winner will receive the following:**

- The winning design modelled on the Sknitch Stage at Clothes Show Live
- A personalised trophy
- The coveted title of Young Embroiderer of the Year for 12 months

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## Entering the Award

### **Selection Process**

The selection process is as follows:

- Submission of your embroidered garment inspired by recent trends
- Up to two additional pages / boards containing sketches, pictures that influenced / contributed towards the final design (swatches etc)
- Completion of application form below
- A description of how the brief influenced your design (see below)

The panel will then decide on 5 finalists

- If you are short listed, you must be able to attend the show on 8 December 2010 and provide your creation by this date

The panel will then decide on the winner

- The winner will be announced live on stage on Wednesday 8 December 2010 at Clothes Show Live 2010

**All applicants must reside in the UK.**

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## Timings

### **Entry Closing Date**

- 4 October 2010

### **Finalists Contacted**

- 18 October 2010

### **Final Judging Date at Clothes Show Live**

- 8 December 2010

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## Conditions of Entry

### **Publicity Requirements**

Award winner will be required to:

- Conduct a minimum of five media interviews relating to Clothes Show Live and supply quotes on the award for use within the media
- Provide the rights for usage of the design to Haymarket Exhibitions Ltd for promotional purposes

### **Mandatory**

#### **Terms and Conditions**

- This bursary is open to 16-25 year olds in the UK
- Only one application per person
- By completing the bursary application, applicants agree to be bound by the rules and by any other requirements set out in the promotional material
- Entries are posted at the entrant(s) own risk
- Haymarket Exhibitions Ltd will acquire all rights to any design entered into this competition, for current and future promotional use of the competition, and the rights to use the winning design in future promotion of the competition and event
- Winners will be expected to participate in publicity – as detailed above
- Apologies, but no designs can be returned to the entrant
- Proof of posting is not proof of delivery
- Last date for receipt of entries 4 October 2010

- The judges' decision is final – no correspondence will be entered into
- Judges will be appointed by Clothes Show Live and Idea Generation
- To enter the competition, visit [clotheshowlive.com](http://clotheshowlive.com) and download the application form. Once completed, send to Young Embroiderer of the Year, Clothes Show Live, c/o Idea Generation, 11 Chance Street, London, E2 7JB
- Promoter: Clothes Show Live. Haymarket Exhibitions Ltd, Teddington Studios, Broom Road, Teddington, Middlesex, TW11 9BE

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# Clothes Show Live – Young Embroiderer of the Year

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## Application Form

Name:

Date of Birth:

Address:

Email Address:

Contact telephone number day:

Evening:

School / College:

Course:

**Explain in detail the concept behind the design? And how has the tribal trend has influenced your design?  
(Maximum 200 words)**

Please send the above answers with your sketch(s) to: Young Embroiderer of the Year, Clothes Show Live, c/o Idea Generation, 11 Chance Street, London, E2 7JB. **Closing date for entries is 4 October 2010.**