

**THE TEXTILE INSTITUTE NEW SOUTH WALES and  
SOUTHERN AUSTRALIA SECTION  
2009 FASHION COMPETITION**

**United Nations “Year of the Natural Fibre”**

Competition theme and what it means

**“Year of the Natural Fibre”**

**‘Natural Fibre’** is defined as a fibre made of a natural source. i.e. cotton, flax, wool, silk, any flora or fauna fibres. The final **product must contain a minimum of 80% ‘natural fibre’**. Ornamentation and/or closures (non natural fibre) to be no more than 20%.

**‘The final product’** will be known as the actual **‘PRODUCT’** in this competition.

The **PRODUCT** is defined as the commercially viable finished item/s.  
Customs requirements for the product to go to New Zealand should be considered in the design. Refer to [www.customs.gov.au](http://www.customs.gov.au)

**THE ENTRANT** is YOU, the applicant whose name and signature is on the registration and application forms.

**DESIGN BRIEF**

It is intended that the 2009 competition be OPEN to entrants who may be currently working, or have the desire to work in the fashion and textile industry.

Because of the nature of the major prize, the focus will not only be on the design concept, but also the production possibilities of the final Product. It must be capable of commercial production by the stitching of textiles suitable for the retail market.

Each product must be original in design, be developed and assembled by the entrant.

The entrant must be able to present the product/s with necessary specifications for its production as part of the competition criteria.

Up to 3 finished products may be submitted in the final entry to show the range and diversity for a small exclusive, or larger market.

The '**product**' can be:

**Clothing:** day wear, evening wear, intimate apparel, sportswear etc

OR

**Accessory:** handbags, hats, gloves, scarves, ties, belts, shoes etc

OR

**Soft furnishing:** cushions, soft sculpture toy, bedding, small furniture items e.g. lampshades, chairs etc

## COMPETITION SCOPE

Successful completion of this **competition**, will involve the application of skills in three sections:

- **Development** - of the design
- **Production** – a specification sheet
- **Presentation** – final product ready for display

### 1. DEVELOPMENT

This involves research by the entrant to determine the competition scope and design brief.

Key evidence:

- preparation of the entry and research
- resources, and sourcing of fabrics/ textiles and components
- production of a concept board

### 2. PRODUCTION

This phase is to encompass the development of the product.

The production process should include evidence of interpretation, experimentation and problem solving, and an evaluation of the product.

It should also ensure the quality and durability of the product and show that it is a commercially viable marketable product.

Key evidence:

- specifications for patternmaking and production schedules
- production drawings
- fit for purpose/ feasibility study
- quality workmanship
- costing and completion within the competition scope.

### **3. PRESENTATION**

The entrant will submit their final product/s with supporting documentation using applicable resources to a nominated panel comprising up to 5 industry representatives including a leading designer and a CAD professional.

You will be expected to send/deliver your product and documentation to the specified mailing address for The Textile Institute NSW.

Key evidence to present:

- A3 size storyboards for the product from conception to production.
- Final product/s and appropriate marketing material.
- Presentation: advertising such as sample catalogue/s, swing tags, business cards etc.

### **JUDGING OF THE COMPETITION**

Your product entry and all documentation as per the competition criteria brief will need to be presented in a comprehensive package, A3 size preferred for documents. It must arrive no later than 30th January 2009 for judging. This package will be handed back on the day of the announcement in March 2009 or by post shortly afterwards.

The entrant needs to focus on INNOVATION, CREATIVITY and PRODUCTION TECHNIQUES to quality industry standards; keeping in mind the focus of 'natural fibres'.

The entrant: **MUST DESIGN, CONSTRUCT AND ASSEMBLE THE PRODUCTS THEMSELVES.**

You are allowed to enter up to, but no more than 3 items to show the products' range.

This competition will provide the entrant a chance to present and promote their designs and ideas to industry representatives from all areas of the Textile and Fashion sectors in New Zealand and Australia. The conference will be the focus for this activity.

### **JUDGING CRITERIA WILL COMPRISE THE FOLLOWING:**

#### **DESIGN AND USE OF NATURAL FIBRES – 50%**

- Originality and creative use of textiles within the design
- Show consideration for the commercial viability of the final product.

#### **DEVELOPMENT and PRODUCTION - 30%**

- Suitability of cut, fit, manufacture and finish of a quality product.

#### **PRESENTATION - 20%**

- Final entry must include the final product, supporting documentation and marketing material.

## Competition Schedule

### REGISTRATION CLOSES – 31st October. 2008

The entry fee of \$60 (*includes TI affiliate membership for one year*), must be paid on registration together with a completed application form and design brief. This is non refundable and will go towards the running of the competition. This also includes return postage of your entry with a certificate of entry to the competition.

### ACCEPTANCE INTO COMPETITION

The Textile Institute NSW will notify by email the acceptance of the entry into the competition no later than 14 November 2008.

### PRODUCTS AND DOCUMENTATION of ENTRIES CLOSES – 30 January 2009

Make sure all supporting documents and final products are clearly named and identifiable with YOUR entry number and name.

Entries shall be submitted to the following address

Gracie Matthews  
Hon Secretary  
The Textile Institute NSW  
554 Hume Hwy  
Yagoona NSW 2199

Judging starts on 6<sup>th</sup> February 2009.....

THE WINNER and RUNNER's UP will be announced in March 2009. The winners will also be posted in the Sydney Morning Herald, Melbourne Herald and the Dunedin Times NZ.

## CONDITIONS OF ENTRY

- The entry fee of \$60.00 is to be paid with registration by 31<sup>st</sup> October 2008. This fee includes TI NSW affiliate membership and is non refundable. (cheque or money order)
- Final entries must be received by 30<sup>th</sup> January, 2009
- Entries are open to all persons 18 years and over. Should they win must be able to travel to New Zealand on a current passport between 15 and 17 April 2009.

## QUARANTINE RESTRICTIONS

- Your entry must cover the strict customs regulations for natural flora and fauna products.
- The Textile Institute will not be held responsible for entries not passing customs regulations both in and out of New Zealand and Australia. Please check the customs website for more details. [www.customs.gov.au](http://www.customs.gov.au)
- Entrants must be “Affiliate”, “Student” or “full member” of the Textile Institute of NSW (Australia) Section Incorporated. (Applications are included in this package).
- All designs and items must have the entrants name entry number, and will remain the property of the creator.
- All entries must be of an original design and produced by the entrant.
- It is understood that The Textile Institute NSW and Southern Section will use this competition to generate publicity. Participants may be featured in various national and international publications as well as media communications. To this end, ALL PARTICIPANTS consent to being photographed and also their work and allow media release of these said photos.
- The judging panel's decision is final and no correspondence will be entered into.

## Prizes

The winning entrant will receive a return economy ticket and accommodation to Dunedin for their product presentation at the NZ Textile Conference in April 2009.

Runner up will receive a cash prize of \$500.00 from The Textile Institute NSW.....and their products will be shown at the conference.

The Textile Institute Southern Australia Section will sponsor a second runner up prize to the value of \$500.

Other prizes may be awarded at the judges’ discretion and will be from a variety of industry sponsors.

For more details or application forms contact Gracie Matthews, the Hon Secretary of The Textile Institute NSW

email: [dazzle@wix.com.au](mailto:dazzle@wix.com.au)

Mobile: 0428970966.

Web: [www.textileinstitute.com.au](http://www.textileinstitute.com.au)

All correspondence:

Gracie Matthews

Hon Secretary, The Textile Institute

554 Hume Hwy

Yagoona NSW 2199