



BEACHWEAR AND LINGERIE AWARDS

An exclusive project of MarediModa IntimodiModa

CANNES, PALAIS DES FESTIVALS, 24-26 November 2010

Premises and objectives

THE LINK is an annual talent scouting competition promoted by the non-profit consortium MarediModa Scarl, with a view to motivating the creativity of young students from the 100 most prestigious European schools studying fashion design, especially beachwear and lingerie. The objective is to promote European culture and creativity through the young and vibrant new talents freed from the restrictive commercial platforms of the industry and stimulate free flows of ideas and energy between the schools of reference.

The project, made possible thanks to the support of MAREDIMODA INTIMODIMODA (the international show devoted to beachwear and lingerie fabrics and textiles which is held once a year at the Palais Des Festivals in Cannes, France), challenges participants to design a **mini-collection of beachwear and lingerie** created using **special fabrics supplied at no cost to the finalists** by the MarediModa IntimodiModa member companies. In another category, design and communication schools are invited to **come up with an advertising campaign or a video clip on the subject of top quality beachwear or lingerie, either as a fabric or as a finished product, with a view to developing the added value of a top quality European product.**

Registration in the competition is free of charge and is open to **students of fashion design and advertising design/communications, provided they are enrolled in European schools.**

The competition categories

Each student must choose one of the following categories:

Beachwear (mini collection of four items of beachwear)

Lingerie (mini collection of four items of lingerie)

Concept&Communication (advertising campaign in an A4 format or a video clip on the subject of beachwear or lingerie or beachwear and lingerie fabrics and textiles)

Judging criteria

The designs submitted to the competition will be examined based on the following important criteria:

- Feasibility of the design
- Innovative characteristics and real application
- Research content



HOW TO PARTICIPATE

All candidates must submit the documentation described below no later than **30 May 2010**:

a) **an application form, completed in full, duly signed and furnished with a passport size photograph.** Applications submitted without this form will be eliminated.

b) **a copy of these regulations signed for acceptance;**

c) **a bound A4 file (21x29.7 cm) containing:**

the designs – in duplicate copy (or colored photocopy) of at least 4 items of apparel, complete with the personal information of the designer (first and last name) and a complete technical description on the back.

Each individual apparel design must be numbered and the design must be accompanied by a short text that illustrates: **the spirit of the collection, the fabric samples, and an up to date curriculum vitae** (written in English or Italian).

Students entered in the CONCEPT&COMMUNICATION category, in addition to the application form completed in full, must submit an A4 format advertising campaign (one or more subjects having the same theme) or a DVD with video clip playable on REALPLAYER in addition to the required registration forms, completely filled in. All materials must include the name of the participant.

Registration forms missing any of the above items will not be accepted.

All materials must reach our offices by 30 May 2010.

All submitted materials will not be returned and it will be included in the archive of THE LINK

The organization asks participants to submit their applications **exclusively by priority mail**, specifying on the outside that the packet contains “**documents**” to minimize customs controls, and declaring a value of no more than 25 euro. The sender takes all responsibility for any customs charges by ticking the appropriate box in the space indicated on the shipping document. Participants must follow these instructions because **the organization shall not be responsible for customs charges and would be compelled to refuse receipt of such packets.**

Please send all materials to the following address:

AMATOSTUDIO/THE LINK

Via delle Azalee 15

20147 Milan, Italy

The selections

First Observatory

Composed of the five fashion and communications industry professionals, under the aegis of the board of MarediModa.

Final Panel

The Final Panel will be international and comprised of 3 well known personalities in the world of design, advertising and fashion who will evaluate the works selected by the First Observatory. The President of MarediModa will preside over the Final Panel.



WHAT HAPPENS WHEN A DESIGN IS SELECTED

Semifinalists_

The First Observatory will examine all the projects submitted by 15 June. The results will be published immediately on line on the www.maredimoda.com web site and the organization **will notify the semifinalists selected immediately**. Each participant is responsible for providing correct contact information to contest organizers and inform of any changes to the original information.

Semifinalists for Beachwear and Underwear category will be asked to create at **1 or 2 prototypes** which correspond to the sketches submitted during the contest application phase. **Semifinalists will receive generic beachwear and lingerie textiles (based on the category chosen) which can be used to create prototypes that, in turn, must be submitted no later than 15 September 2010**

Finalists_

A panel of judges will select finalists from the group of semifinalists no later than end of September. The results will be published immediately on line on the www.maredimoda.com web site and the organization **will notify all the finalists selected immediately**. **A digital book will be put together with the selection of the most appropriate fabrics to create the beachwear, based on the collections chosen, and all finalists must submit their selection in order to receive samples of fabrics.**

Participants entered in the **CONCEPT&COMMUNICATION** category will also move through the semifinalist and finalist phases and if they wish, they can also request a fabric sample to use in their creative proposal. In this case, the subject of the communication will be the finished product, bathing suit or lingerie, or a beach fabric or lingerie material.

All the finalists **will be invited to Cannes (with fully paid flight and hotel fully)** to participate in the **international MarediModa IntimodiModa event**, where all the brands and the lingerie and beach network will be shown. The show will take place in **Cannes from 24 to 26 November 2010** (the exact period of their stay and the complete up to date schedule of the event will be communicated as soon as it is available). The top three winners in each category (nine in all) will be present at the exhibition and will have the use of one mini "atelier" for each category (three in all) to bring the projects together in a show room setting.

Finalists will be voted by the visitors and by the technical jury present at the fair.

The **Official Awards Ceremony** will be held during the event which **will announce and bestow the prize on the winner and all the finalists will be announced before the press, the fashion houses and the brand agents**. The winning designs for beachwear and lingerie will be featured in a fashion show that celebrates their creativity while the first prize in the Concept&Communication category will be projected on a jumbotron. The entire ceremony will be documented in a photographic service and a video documentary and will be followed by a press release on the event.



A special emphasis will be put on the winners and their creations on international magazines and specialized websites. The three winners will each take home a prize of 1000 euro (which will be transferred within 31st December 2010) and will be involved in a special and dynamic training project in the Como area. All the finalists will be entered into the ComOn circuit (the week of creativity www.comon-co.it in an “all inclusive” travel and accommodations) participating in the initiatives that will take place in Como and Milan.

Signature for acceptance of this regulation

Date _____

For more information, please contact:
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