



2023 National Black Arts (NBAF) Fashion Forward: A Competition for Student & Emerging Fashion Designers

The NBAF Fashion Forward Competition was established in 2010 as a part of the organization's mission to engage, cultivate and educate diverse audiences about the art and culture of the African Diaspora, and to provide opportunities for artistic and creative expression. The award recognizes students of African descent currently enrolled or recent graduates in a fashion design degree program who have distinguished themselves as cutting edge, creative and innovative, and provides tangible recognition to emerging student fashion designers. Individuals selected to receive these awards have excelled academically, mastered their particular fields of study, and are recognized as dynamic emerging talent who possess leadership qualities in their personal life and professional aspirations. **The Fashion Forward honorees will be presented at Fine Art + Fashion, Thursday, April 20, 2023.** Each honoree will receive a cash prize of \$2,000 and a showcase at Neiman Marcus. A distinguished panel of judges will select the honorees.

The award is open to students of African descent who are:

- Currently enrolled or have recently graduated (year 2021 and 2022) in an accredited college or university fashion design degree program.
- A student in good standing in an accredited college or university fashion design program.
- Possess leadership qualities in their personal life and professional aspirations.

Award Competition Categories:

1. Fashion design students currently enrolled in a fashion design degree program.
 2. Recent graduate design students from a fashion degree program (2021 and 22).
- *There will be 2 winners in each category.

For this Fashion Forward Competition there are two rounds of the competition and each applicant is required to complete the following:

First round of the competition:

- Submit a complete application package as a word document online. **Email to Judy Hanenkrat, jhanenkrat@nbafo.org, questions may be directed to 404.372.4572 or by email.**
- **The first round application package** should include the following:
 - A short bio with high resolution personal headshot or other image suitable for reproduction. Include email address and cell phone contact information.
 - Select one (1) design to create: day, evening, wild card or accessory.
 - Initial design application can be:
 - A fully rendered sketch with fabric samples or a technical flat of the final garment you wish to produce.
 - The final garment must be the same as presented in the initial application. Remember to include a complete description of your piece.



- Respond to all of the following questions in a word document: (1200 words maximum).
 - Describe your design philosophy.
 - Describe your design selection.
 - Describe (in detail) your design elements: fabric, construction and style statement.
 - What or who influenced your decision to enter fashion design?
 - Do you have a brand identification? If so, please describe.
 - What are your career goals?
 - If you were selected to receive this award, how would you use the cash prize?

The initial application package is due on Sunday, February 20, 2023, 5 pm EST.

Up to a maximum of 15 student designers will be selected to compete in the second round of the Fashion Forward Design Competition.

Second round participants submit final presentation packages on Monday, March 27, 2023, and finalists will be notified regarding time for the in-person presentation to judges on Sunday, April 2, 2023. Top 4 winners will be notified on Monday, April 3, 2023.

Second round of the competition:

- Finalists will construct the same garment presented in the first-round application.
- Finalists will be scheduled a presentation time and short interview via Zoom or in person if health rules permit. A schedule will be sent to all finalists for their time slot. The Zoom call or in-person presentations will be arranged by NBAF.
- The presentation should not exceed 5 minutes and the judges will follow-up and not exceed 10 minutes. The presentation should include:
 - Introduction of your theme/style/personal background
 - Design and construction of their garment
 - Presentation should also include pricing and market base.
 - Why they should be considered for the Fashion Forward Award 2022.
Remember the final garment presented to the judges must be the same garment as in the original applicataion.
- A copy of the of the design competition evaluation sheet is provided for your review as to how the judges will critique your design.
- The final application submission for the second round will be submitted on Monday, March 27, 2023. The student and emerging designers will present to the judges on Sunday, April 2, 2023, and final winners will be notified on Monday, April 3, 2023.
- Winning designs will be curated by Neiman Marcus for exhibit in the store follow the Fine Art + Fashion event April 20, 2023.
- **The three winning student designers will be asked to hand-deliver or ship their winning garments for exhibit and for the event. Date, contact name and address will be provided.**



- Participating applicants are asked to pay particular attention to deadlines, and if there are any questions to contact Judy Hanenkrat, 404.372.4572, jhanenkrat@nbaf.org immediately.
- Four (4) honorees selected to receive the 2021 Fashion Forward Award will receive:
 - Cash prize of \$2,000.00 each for the 4 winners (2 in student category and 2 in graduate category)
 - Showcase in the Neiman Marcus – Atlanta store.
 - Showcase of winning garment/accessory and special recognition at the event – in-person or virtual.
 - Winners and their guests will be invited to the event April 20, 2023, 6:30 pm, Atlanta History Center Museum Terraces, Atlanta.

Please reply by email to Judy Hanenkrat, jhanenkrat@nbaf.org, or call, 404.372.4572 for questions.

School coordinators are asked to confirm that all participants have received this document (the guidelines and the evaluation sheet) via email jhanenkrat@nbaf.org.

Contact Information:

Judy Hanenkrat
Consultant, Fundraising and Special Events
National Black Arts (NBAF)
404.372.4572
jhanenkrat@nbaf.org