

NBAF

FASHION FORWARD

COLLEGE EDITION

FASHION FORWARD

STUDENT FASHION DESIGN COMPETITION

The NBAF Fashion Forward Competition was established in 2010 as a part of the organization's mission to expose, educate and engage 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 enrolled 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 on March 27, 2024.**

The college student honoree will receive a cash prize of \$1,500.

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STUDENT QUALIFICATIONS

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

- Currently enrolled 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.
- Must be available to attend Fine Art + Fashion 2024 on March 27, 2024.

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COMPETITION DETAILS: APPLICATION

Applications must meet all requirements in order to be scheduled for a presentation interview.

Submit a complete application package as a word document and email to Fashion Forward Coordinator Page Yang by Friday, January 26, 11:59 PM EST.



PYANG@NBAF.ORG

For this Fashion Forward Competition, there will be an application and presentation. Each applicant is required to complete the following:

- The 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.
 - Design application should include:
 - A fully rendered sketch with fabric samples or a technical flat of the final garment produced. Remember to include a complete description of your piece along with pricing (see additional questions to also respond to below).
 - 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?

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COMPETITION DETAILS: PRESENTATION

Important Dates

February 5: Applicants will receive an email to schedule an in-person interview for the following week

March 10: Interview and final judging will take place

March 11: Winner will be announced

March 27: Winner will attend Fine Art + Fashion 2024 to receive award and recognition

If an application meets all the requirements, the applicant will be contacted to schedule an in-person interview to present their garment.

- Applicant will construct the same garment presented in the application.
- 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 include pricing and market base.
 - Why you should be considered for the Fashion Forward Award 2024
- A copy of the of the design competition evaluation sheet is provided on the next slide for your review as to how the judges will critique your design.

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EVALUATION FORM

Organization: 10 Points

- Written applicant package complete; followed guidelines.
- Presentation in person - professional, creative and well-planned.

Design: 30 Points

- Combination of design concept philosophy and technique.
- Fabric and design elements appropriate for design concept-day, evening or wild card.
- Closures, trimmings, other design elements appropriate for the design Concept.
- Garment marketable.
- Explain your brand identification and marketing of the brand.

Construction: 30 Points

- Garment well-constructed (finished seams, hem, no pins or tape).
- Garment has great fit and definition.
- Line items of costs involved to create the garment (including construction and creative).
- Timeline of hours devoted to construction of garment.

Creativity: 20 Points

- Production of garment is well planned and realistic using creativity.
- Garment appropriate for target theme.
- Used an original concept related to creative theme.
- Interpretation of research and inspiration relates to overall design philosophy.

Brand Identification/Pricing: 10 Points

- Understanding of "personal" brand identification.
- Understanding how marketing/brand identification fits into design and sales.
- Understanding the value of personal time and other time/expense factors applied to this specific garment design.
- Some working knowledge of the "business side" of design.

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WINNING PRIZE

The honoree selected to receive the 2024 Fashion Forward Award will receive:

- Cash prize of \$1,500
- Showcase of winning garment/accessory & special recognition at Fine Art + Fashion event.
- Winner and their two guests will be invited to attend FA+F 2024 to receive award
- Opportunities to present work at future NBAF programming

The winning student designer will be asked to hand-deliver or ship their winning garments for the event. Date, contact name and address will be provided.



CONTACT

Questions or concerns can be directed to:

PAGE YANG

FASHION FORWARD COORDINATOR



PYANG@NBAF.ORG



(916) 616-6459

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