

Sponsored by Succeed Foundation

Sept 2012 / June 2013



ALL WALKS BEYOND THE CAIWALK

allwalks.org

Fashion Without Boundaries

WINNING ENTRIES
FEATURED i-D ONLINE
GRADUATE FASHION WEEK 2013
ALL WALKS CAMPAIGNS

See All Walks website for how to enter

National Student Competition

FASHION FILM
WOMENSWEAR
MENSWEAR
ZINE'S
PHOTOGRAPHY
JOURNALISM
ILLUSTRATION

All Walks Presents

Diversity NOW!
Calling Future Creatives

Diversity featuring model Valerie Pain as seen by Hollie Clark - BA(Hons) Fashion Studies - Arts University College Bournemouth



ALL WALKS BEYOND THE CATWALK

All Walks Beyond the Catwalk and the All Walks Centre for Diversity have developed the first nationwide student competition to explore and celebrate the power all fashion students have to create positive messages about body image and individual beauty. Join us in creating **Diversity NOW!**

As educators, you have the opportunity to help direct the future of fashion, and at All Walks we believe that the future should reflect a broader range of beauty and body ideals. We believe that fashion is about individuality and character, not the homogenised, consistently-branded version of it we see in the media currently. We believe in **Diversity NOW!**

This is a real opportunity for the industry opinion makers, thought leaders, educators and future creatives to come together and actively choose to forge an original and individualised fashion future.

“We look forward to you joining us on this innovative and exhilarating path”

CARYN, DEBRA AND ERIN





BRIEF

ALL WALKS BEYOND THE CATWALK

Presents:

Diversity NOW!

In association with i-D Magazine

National Student Competition Sept 2012 / June 2013

Sponsored by **Succeed Foundation**

Supported by Arts Thread, Graduate Fashion Week and Own Label

*“We believe Diversity can enhance Creativity not impede it.
Like the multitude of silhouettes our industry creates, beauty is also individual.
It’s not restricted by age, shape, skin tone or size.”*

Debra Bourne, Caryn Franklin and Erin O’Connor

Co Founders All Walks Beyond the Catwalk

Competition Categories:

Womenswear

Menswear

Fashion Film

Zines

Photography

Journalism

Illustration

Our Vision For This Project:

Fashion is a powerful communicator to people about their identity.

NOW! is the time for CREATIVES to boldly vision a fashion future which steps beyond stereotypes, redefines boundaries and celebrates a wider range of beauty and body ideals in age, size and race.

A fashion future that empowers and emboldens people, which envisions impactful, emotionally considerate practices in all areas of the industry.

Take your lead from industry visionaries such as Vivienne Westwood, Nick Knight, Mark Fast, Lee Alexander McQueen, Hussein Chalayan, Kayt Jones and Chen Man but remember we want you to show us what YOUR fashion future looks like.

We’re looking for directional imagery showcasing fashion on a range of bodies/individuals.

Think exciting, striking and cutting-edge images or prose. ***Are you up to it?***

CALLING FUTURE CREATIVES TO CREATE...

Entry Requirements

- Entrants must be a full time student.

Prize

- Winning student work will be published in i-D Online, All Walks Online, and Arts Thread Online with selected work potentially featured in a future All Walks campaign.
- Overall cash prize of £500 will be awarded to the most outstanding student entry.
- Design students will have the opportunity to work with Own Label to see their designs produced and sold in limited edition. Own Label will donate a percentage of sales to the Centre of Diversity and award £250 per student design.

Submission Details

- It's very important that you pay attention to the formats required both for shooting/creating your work, separate from those required for uploading online.

You are invited to submit one entry in either of the following categories:

Womenswear/ Menswear:

One dress or male garment that celebrates and embraces diversity of the body, this may include age, size, skin tone, height. Your design should be creatively and professionally illustrated, coloured and accompanied by a fabric swatch (photograph) and technical drawing. Please also submit a short design statement outlining your inspiration and market. This should be uploaded to Arts Thread as jpeg files of no more than 500kb. Please avoid designs which are overly complicated or involve heavy detailing – our partner Own Label want to be able to manufacture your garment as closely to your design as possible. Finalists will then be notified and given £50 to make their sample and accompanying pattern. Samples will be sent direct to Own Label for judging and selection. See Judging process for more details.

Fashion Film:

A short film (no longer than 3 minutes) to promote beauty and fashion from a unique perspective. This film must promote the All Walks philosophy of a diverse range of body and beauty ideals and serve to communicate the beauty of individuality. Films should be shot in quicktime HD H264 with AAC audio, and you must have rights to any audio you use. Films should be uploaded onto Vimeo/YouTube first and then embedded onto Arts Thread.

Zines:

A 4 to 8 page brochure covering the area of diversity and individuality beauty and body ideals. Content must offer a unique take on the subject of individuality. Submissions should be uploaded to Arts Thread as a visual in jpeg format. Also please input text separately in text box.

Photography:

1 to 4 directional photographic fashion images that celebrate and promote diversity for the human form. The images should be high impact, capturing the essence of the All Walks philosophy. These should be shot in editorial high res quality as winning entries may be blown up and used for future All Walks campaigns. When uploading to Arts Thread they must be jpeg files of no more than 500kb.

Journalism:

One piece of energetic writing, charting a thoughtful and adventurous journey through or about image, to include a brief analysis the current culture of beauty and body ideals from your perspective. No longer than 800 words, to be entered directly into the text box on Arts Thread.

Illustration:

Most fashion drawings feature an exaggerated, stretched and narrow body. Could curvaceous voluptuous bodies or the beauty of older women be showcased in a successful fashion illustration? How might the male body be portrayed? Your submissions can be hand rendered or digitally produced and should be uploaded to Arts Thread as a PDF or jpeg.

Judging Process

- You must upload your entry through Arts Thread by Friday, February 15th 2013. After this date, no late entries will be considered.
- Judges will select the strongest entries from each category. Students will be notified that they are through to the final round by Monday, April 15th 2013. Garment design students will be given £50 expenses towards fabrics.
- All finalists must send high res versions of their work for potential display at Graduate Fashion Week by Monday, April 29th 2013.
- Finalists of menswear and womenswear will be asked to send their sample and pattern in a jiffy bag by Special Delivery to reach Own Label no later than May 17th enclosing their email address to acknowledge receipt of delivery. Samples will be assessed for construction and pattern proficiency. The chosen garment or garments will be ready for sale to coincide with the announcement of all Diversity Now! Winners in June 2013 at GFW. Address to send to: Own Label, 111 Northcote Road, London, SW11 6PN - Contact: juliana@own-label.com
- Selected works will be displayed at the All Walks GFW Stand in June 2013.
- **Please note that if designs are publicised on any social media or online forum prior to the announcement of finalists and winners, entrants will risk having their submission withdrawn.**

Who are we?

All Walks Beyond the Catwalk is an initiative founded by Caryn Franklin, Debra Bourne and Erin O'Connor working with influential catwalk designers, top industry creatives and today's fashion students – tomorrows stars of the future - to promote a wider range of body and beauty ideals in size, age and skin-tone, within our industry.

www.allwalks.org



i-D magazine is the ultimate style bible for cutting edge thought leaders and creative pioneers. www.i-donline.com



Succeed Foundation is one of the leading charities in the fight against the increase of eating disorders in the UK. www.succeedfoundation.org



Arts Thread is the world's leading creative graduate network, bridging the gap between education & the design industry. www.artsthread.com



Graduate Fashion Week has been promoting student talent to industry and press for 21 years. www.gfw.org.uk



Own Label is dedicated to generating high quality design without paying high prices for established brand names. www.own-label.com



Centre of Diversity is run by Director Mal Burkinshaw of Edinburgh College of Art aims to create a long term 'Network Centre of Excellence,' for research relating to emotionally considerate design for a range of body shapes.

Website www.allwalks.org **Email** info@allwalks.org **Twitter** @allwalkscatwalk
Facebook All Walks Beyond the Catwalk **Pinterest** www.pinterest.com/allwalkscatwalk

Diversity NOW! Key Deadlines:

- **September 2012** – Competition launches in conjunction with academic year.
- **October 2012** – i-D magazine to mark launch. Any participating colleges to advise All Walks ASAP of their take up for possible inclusion in this feature.
- **December 2012** - Project launched via i-D magazine online/ All Walks Educational Network Project.
- **February 15th 2013** – Submissions Deadline.
- **February 16th 2013** – Preliminary judging.
- **March 4th 2013** – Industry judging.
- **April 15th 2013** – Finalists notified.
- **April 29th 2013** – Finalists must provide All Walks with all relevant material required for potential display at Graduate Fashion Week 2013.
- **May 17th 2013** – Womenswear and Menswear finalists must upload images of their finished garments on to Arts Thread.
- **June 7th 2013** – Winning entries announced and showcased at Graduate Fashion Week 2013.



Diversity NOW! Contact Sheet

All Walks Contact Details:

If you have any queries regarding the Diversity NOW! competition please contact:

Ooffii Hardwick

Email: ooffii.hardwick@allwalks.org

Tineke DeFreitas

Email: Tineke.DeFreitas@allwalks.org

ALL NECESSARY INFORMATION SHOULD BE IN THE
COMPETITION BRIEF. IF YOU FEEL WE HAVE MISSED SOMETHING
– PLEASE LET US KNOW!



Please fill this out and return it to:

Ooffii.Hardwick@allwalks.org

Tineke.DeFreitas@allwalks.org

Name: _____

Position/Course: _____

College: _____

Email: _____

Direct number/mobile: _____

To help us manage this project efficiently please provide the following information:

1. At what point in the academic year would you intend to integrate this competition into your curriculum?

2. We are sometimes asked by various media sources about our campaigns and it's always good to have quotes from those involved. Please can we have a quote about:

Why you have chosen to engage with Diversity NOW!?

Why do you believe the message is an important one?



3. We are interested in contacting fellow colleagues who run courses in the following creative areas. Please provide their contact details so that we may invite them and their students to take part in Diversity NOW!

Photography// Name: _____

Illustration// Name: _____

Zines// Name: _____

Journalism// Name: _____

Fashion Design// Name: _____

Fashion Film// Name: _____

If you have any other comments or suggestions to make about the competition please do so below:
