



BEACHWEAR - UNDERWEAR - ATHLEISURE CONTEST

An exclusive project by MarediModa

9-10-11 November 2021

THE CONTEST

Introduction and objectives:

THE LINK is an annual talent scouting competition promoted by MarediModa, with the aim to support the creativity of young students from over 100 among the most prestigious European schools of fashion design, in particular beachwear, underwear, athleisure. The objective is to promote the European culture and creativity of young and vibrant new talents.

The contest, organized by MAREDIMODA (the international beachwear, intimates and athleisure fabrics trade show), includes the **design of a mini-collection of beachwear, lingerie or athleisure.**

The participation is free and open to fashion design students or newly graduated fashion designers coming from European schools or schools of nearby countries.

Finalists of previous editions are not allowed to participate again.

Semi-finalist may send a new application.

Activity Areas:

Each student must choose one of the following categories:

Beachwear (4 beachwear outfits)

Intimates (4 underwear outfits)

Athleisure (4 athleisurewear outfits)

Judging criteria:

Accepted projects will be evaluated according to the following criteria:

- Realization of the project
- Innovative features and real application
- Research & fashion content
- Enhancement of printed fabrics

HOW TO APPLY:

All candidates must submit the following papers no later than **April 30th 2021:**

a) **application form, filled out in all its parts, duly signed and a passport size photo.**
Incomplete application forms will not be accepted.

b) **a detailed CV**

c) **a sketch book containing:**

- a sketch for each of the 4 outfits. On each sketch indicate your personal information (first and last name).
- each sketch must be numbered (from 1 to 4) and accompanied by a short text illustrating:
- the collection mood board (text and images illustrating the spirit of the collection and type of fabrics).

Incomplete applications will not be accepted.

Papers and project must be received by MarediModa by April 30th 2021.

Projects will not be returned and it will be included in the archive of THE LINK

Both application and project may be sent by post, we transfer or dropbox as follows:

1) BY POST

originals or colored copies of the original project + original application + USB MEMORY STICK containing pdf files of the graphic projects

Please send your parcel to the following address:

MAREDIMODA - THE LINK
VIA RAIMONDI 1
22100 COMO
ITALY

Please send your applications by **priority mail** and indicate clearly on the parcel **“documents”**. The organization declines any responsibility for customs charges and would be compelled to refuse the parcel.

2) BY EMAIL

- Via Wettransfer (<https://www.wetransfer.com>) to the following e-mail addresses:
umberto@amatostudio.com
- info@maredimoda.com

WHAT HAPPENS WHEN A PROJECT IS SELECTED

Semifinalists_

By April, the First Observatory will examine all projects received. The results will be published immediately on MarediModa website (www.maredimoda.com) and on THE LINK Facebook page ([JOIN IT](#)). The selected **semifinalists will be notified immediately**. Each participant is responsible for providing correct contact information to the contest organizers as well as any change which might occur throughout the selection.

Semifinalists will be asked to create **1 prototype** which must correspond to one of the sketches submitted during the contest application phase. Semifinalists will receive generic textiles (according to the category chosen) which can be used to create the prototype that, in turn, must be received by MarediModa not later than **15th July 2021**

Finalists_

The second Observatory, under the aegis of the MarediModa President, will declare the **contest finalists**.

The results will be published on MarediModa's website (www.maredimoda.com) and on THE LINK group on Facebook. The organization will notify immediately all the selected finalists who will

receive a selection of suitable fabrics to manufacture their mini collection according to original sketches they sent during the first selection phase.

All finalists will be invited to the trade show, location still to be defined, both travel and accommodation will be at MarediModa's charge on the occasion of MarediModa trade show from 8th (setting up day) until 11th November 2021 (accommodation information along with the event program will be communicated in due time). The first three classified of each area will be present at the show and will enjoy a space to exhibit their collection.

Finalists will be judged by a technical jury present at the trade show and by the visitors' vote. An **Official Ceremony Award on Nov. 10th**, held during the event, will appoint the winners of the contest. On this occasion they will be introduced to the press, to fashion brands and style bureau. The fashion show and the award ceremony will be reported by photos and videos and followed by a press release of the event.

A professional photo shoot of the finalist' outfits worn by models will take place throughout the 3 day trade show

A special mention will be dedicated to the winners and their collection on international magazines and websites of fashion industry.

PRIZES:

2 winners of each category (beachwear, underwear and athleisure) will be appointed

2nd ranked designer will receive a cash prize of 500€

1st ranked designer will receive a cash prize of 1000€

(prizes will be paid within 31st December 2021).

Thanks to the collaboration with the Florentine trade show **Maredamare** finalists will have the opportunity to parade a new collection of 4 outfits or the previous one of the contest in **July 2022 together with those of international brands.**

Signature for acceptance

For further information, please get in touch with:

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