



2010 Bernina Young Fashion Awards

Information for Students

Welcome to the 2010 Bernina Young Fashion Awards...

As New Zealand's premier fashion design competition for schools, these awards celebrate the enormous talent that you and your fellow students bring to the world of fashion and garment construction. Having sponsored this competition for over 10 years, Bernina New Zealand has had the pleasure of seeing and judging some exceptional creations both from a design and sewing aspect. Take a look at some of our previous winners at www.bernina.co.nz

This year's awards are divided into six categories, with the winner of each category winning a new sewing machine from Bernina and their school receiving \$500 - \$1000 worth of Bernina products. All winners will be treated to a day out in Wellington where they will receive their prizes, be involved in a photo shoot and enjoy a celebratory lunch together.

We hope you have lots of fun developing your entry and putting your creative talents to work.
Good luck!

Entering the Awards

The Bernina Young Fashion Awards competition is open to every school student working in materials technology, fashion technology, clothing and textiles, and is aimed at encouraging excellence in practical sewing, with recognition for individuality and creativity.

The 2010 Awards are divided into 6 categories:

Junior - Years 7,8	Creative
	Technical
Intermediate – Years 9,10	Creative
	Technical
Senior – Years 11,12,13	Creative
	Technical

CREATIVE CATEGORIES

The emphasis in this category will be on the creative ability you show in the use and execution of fabric and design in the construction of a garment or textile item. If your strength is in creativity and design as opposed to technical ability, then this is the category for you.

Here is what the Judges will be looking for:

Evidence of the source of your inspiration

Details of the environment or occasion on which your garment will be worn or the intended use for which your entry has been designed

Your reasons for the selection of materials

Creativity and originality

A clear presentation of the process and end result

Your entry will show *competency* in the use of the sewing machine, in the creation of the garment or textile item.

TECHNICAL CATEGORIES

The emphasis in this category will be on excellence in garment construction and finish. If you are a very competent sewer with a high level of practical sewing ability, you will want to enter this category.

Here is what the Judges will be looking for:

A high standard of workmanship

Suitability and appropriateness of the design to the fabric used

A high degree of finish of all techniques and processes

A range of techniques and processes executed in the garment or textile item

The suitability of those techniques and processes to the garment or textile item style and design

WHAT TO INCLUDE WITH YOUR ENTRY

Junior Entries

If you are in Year 7 or 8, you will need to include annotated drawings of your garment or textile item, and a statement outlining the inspiration for your entry.

Intermediate Entries

If you are in Years 9 or 10, you will need to include initial designs, concept designs and a final annotated drawing of your garment or textile item. The project brief and a statement outlining the inspiration for your entry should also be included.

Senior Entries

If you are in Years, 11,12 or 13 you will need to include a project brief, evidence of research, design work, stakeholder input, photographic evidence of work in progress and any other relevant evidence showing the rationale for your garment or textile item.

Note:

- Your garment or textile item cannot be made by someone else. It must be made by you.
- Colour photocopies of 'work' from your school books or portfolios will be accepted with your entry. You are not expected to re-create material that already forms part of your schoolwork.

ENTRIES AND JUDGING

To enter the 2010 Bernina Young Fashion Awards, simply write your details on the **Student Entry Sheet** at your school before the end of July 2010.

All entries from your school will be judged by a judging panel, with the winning entry from each category being sent to **Bernina New Zealand** for judging against all other competing schools.

The competition is free to enter and the only cost you will incur is the postage to get your entry to Wellington for national judging if you are a category winner.

Conditions of Entry

1. The competition is open to all school students from Years 7 – 13, working in materials technology, fashion technology, or clothing and textiles in New Zealand.
2. For the Intermediate and Senior Categories, you must enter a garment made during the current school year, which can be worn as a total outfit, by you or by a model. This must be photographed on a model so the judges can see how it is worn.
3. For the Junior Category, you must enter a project or garment that has a fashion element included in it. For example it can be a t-shirt, skirt, bag, or recycled garment.
4. You must enter your details on the **Student Entry Sheet** (which your teacher will have at school) by 31 July 2010. You will need to supply your email address in order for Bernina New Zealand to confirm your entry and keep you informed of important information about the Awards.
5. Garments and textile items must be made by you and we require your signature on the **Student Entry Sheet** confirming that the work you will do is all your own.
6. Your entry must have been made in the current year and you must state on the entry form if it has been entered in any other competitions, including any prizes received.
7. Your school can only submit one entry per category for national judging.
8. **Bernina New Zealand Ltd** reserves the right to use photographs of entries submitted for national judging for future promotional activities and publicity surrounding the Bernina Young Fashion Awards.

National Judging

1. All entries submitted for national judging must be clearly labelled, with your name sewn into the garments and accessories.
2. Remember to include named hangers if you wish to have them returned.
3. All entries must be accompanied by a completed **Individual Entry Form**.
4. Entries must arrive at Bernina New Zealand, in Wellington no later than Friday 24 September 2010.
5. It is up to you whether you post or courier the entries. Please include stamps, coupons or post paid courier bags for return of the entries. These entries will be returned to your school by Monday 11 October 2010.
6. Insurance of the entries is the responsibility of the entrant. The organisers will take all care but will not be responsible for loss or damage to items.
7. All entrants will receive recognition in the form of a participation certificate.

Prizes

Junior

A **Bernette 56** Sewing Machine will be awarded to the winners of the Junior Creative and Junior Technical Categories.

Each of the winner's schools will receive Bernina products of their choice to the value of **\$500**.

Should the winning student(s) have completed their project at a Technology Centre, the \$500 will go to the Technology Centre.

Intermediate

A **Bernette 92C** Sewing Machine will be awarded to the winners of the Intermediate Creative and Intermediate Technical Categories.

Each of the winner's schools will receive Bernina products of their choice to the value of **\$750**.

Senior

A **Bernina Activa 210** Sewing Machine will be awarded to the winners of the Senior Creative and Senior Technical Categories.

Each of the winner's schools will receive Bernina products of their choice to the value of **\$1000**.

Category Winners will travel to Wellington in October 2010 for an awards presentation / lunch and photo shoot.

All participants in this competition will receive recognition in the form of a certificate. Please ensure your name is correctly spelled on the **Student Entry Sheet** as this is how it will appear on your certificate.

Mark these important dates in your diary today

31 July	Last day for Bernina New Zealand to receive the Student Entry Sheet from your school.
September	Judging takes place at your school, with the winners of each category announced.
24 September	Last day for Bernina New Zealand to receive the garments / projects being submitted by your school for national judging.
October	National judging takes place.
11 October	All entries returned to schools and the five finalists in each category are notified.
October	The top 5 in each Category are announced
Date TBA	
November	The winner in each Category is announced and winners travel to Wellington to receive their awards
Date TBA	The Top 5 in each Category, are available for viewing on the Bernina New Zealand website