



2010 Bernina Young Fashion Awards

Information for Teachers

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 students bring to the world of fashion and garment construction. Over the years, Bernina New Zealand has had the pleasure of seeing and judging some exceptional creations both from a design and sewing aspect. You can see some of the 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 category 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 sincerely appreciate your assistance in making it possible for your students to participate in these awards and for all the help and encouragement you give them during the development of their projects. Should you have any questions regarding the awards, please email schools@bernina.co.nz

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 shown in the use and execution of fabric and design in the construction of the garment or textile item. It is aimed at students whose strengths are in creativity and design as opposed to technical ability and who produce outcomes which show an 'eye for design'.

Judges will be looking for:

Evidence of the source of inspiration

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

Reasons for the selection of materials

Creativity and originality

A clear presentation of the process and end result

Entries 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. It is aimed at students who demonstrate competency and a high level of practical sewing ability.

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

SUPPORTING EVIDENCE FOR BOTH CATEGORIES

Entries in the **Year 7 & 8 categories** will include annotated drawings of the garment or textile item, and a statement outlining the inspiration for the entry.

Intermediate entries will be accompanied with initial designs, concept designs and a final annotated drawing of the garment or textile item. The project brief and a statement outlining the inspiration for the entry will also be included.

Senior entries will 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 the garment or textile item.

Note:

- Garments and textile items must be made by the entrant
- Colour photocopies of 'work' from student workbooks or portfolios will be accepted with entries. Students are not expected to re-create material that already forms part of their schoolwork.

ENTRIES AND JUDGING

A list of all students entering from your school must be submitted to Bernina New Zealand, on the **Student Entry Sheet**, by 31 July 2010.

All entries from your school will be judged by your own judging panel and you are most welcome to ask your nearest Bernina Sewing Centre to assist with this. You may even choose to run your own Fashion Awards event and invite the school community to attend.

The winning entries from each of your Categories should then be 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 entries to Wellington for national judging.

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, students must enter a garment(s) made during the current school year, which can be worn as a total outfit, by themselves 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, students 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. A list of entrants from your school must be submitted to Bernina New Zealand on the **Student Entry Sheet** by 31 July 2010. (See attached.) Please fill this form out in block letters and ensure that all names are spelled correctly as this list will be used for the participation certificates. Students must also supply their email address in order for Bernina New Zealand to acknowledge their entry and keep them informed of important information about the Awards.
5. Garments and textile items must be made by the entrant and we require a signature from each entrant on the **Student Entry Sheet** confirming that the work they will do is their own.
6. Entries must have been made in the current year and it must be stated on the entry form if it has been entered in any other competitions, including any prizes received.
7. Only one entry per category can be sent in for national judging from each school.
8. The decision on which student's garment will be entered in each category is made by your teaching staff or your chosen judging panel – you are welcome to ask your local Bernina Sewing Centre to assist with judging.
9. **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 the entrant's 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**. (See attached)
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 student(s) have completed the 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 for an awards presentation / lunch and photo shoot.

All participants in this competition will receive recognition in the form of a certificate. Please ensure student's names are correctly spelled on the **Student Entry Sheet** as this is how it will appear on their certificates.

Any inquiries to:

Bernina New Zealand
Ph: 0800 BERNINA (237 646)
Email: schools@bernina.co.nz

Mark these important dates in your diary today

- 18 Feb** Competition information, Student Entry Sheets and Individual Entry Forms to be sent to all schools.
- 31 July** Last day for Bernina New Zealand to receive your **Student Entry Sheet**, including the names of all entrants from your school. It is important for you to use block lettering – so we don't spell your students' names incorrectly on their certificates. Also please include the category each student is entering, their email address and make sure they sign the form.
- September** Select one entry per category to represent your school. You can judge the entries yourself, or appoint a judging panel. Your local Bernina Sewing Centre can assist with this.
- 24 September** Last day for Bernina New Zealand to receive the garments / projects being submitted for national judging. Only one entry per category per school, with each entry to be accompanied by an **Individual Entry Form**. An updated list of all entrants to receive participation certificates should also be supplied.
Send to: Bernina New Zealand Ltd
17 Aglionby St
LOWER HUTT
- October** National judging takes place.
- 11 October** All entries returned to schools and the five finalists in each category are notified.
- October
Date TBA
November
Date TBA** The top 5 in each Category are announced

The winner in each Category is announced and winners travel to Wellington to receive their awards.
The Top 5 in each Category, are available for viewing on the Bernina New Zealand website

Student Entry Sheet

Please complete a separate sheet for Junior, Intermediate and Senior entries

The students entered on this sheet are: **Junior / Intermediate / Senior** (please circle one)

SCHOOL: _____

ADDRESS: _____

Telephone _____

Fax _____

TEACHERS NAME _____

Email _____

STUDENT ENTRIES
(Please type names or use block lettering)

FIRST NAME:	SURNAME	EMAIL ADDRESS	CATEGORY Creative / Technical	STUDENTS SIGNATURE I confirm that my entry is all my own work.

INDIVIDUAL ENTRY FORM

*All finalists to fill in and include with your entry (all pieces must be clearly labelled with your name)
Send entries to: **Bernina NZ Ltd, 17 Aglionby St, Lower Hutt, 5040 by 24 September 2010***

NAME

DATE OF BIRTH

TEACHER

SCHOOL

SCHOOL ADDRESS

SCHOOL PHONE

CATEGORY

**Junior / Intermediate /
Senior**

Creative Technical

GARMENT/ PROJECT DESCRIPTION

FABRICS USED

PATTERN USED

Please state commercial pattern used or what pattern-making you did.

PROCESSES USED

OTHER COMPETITIONS THIS ENTRY HAS BEEN ENTERED IN, PLUS AWARDS RECEIVED

**Don't forget to include delivery instructions plus coupons or
Post paid courier bag for the safe return of your garment/project**

Place photo of entry here
Garments entered in the Senior and Intermediate categories must be modelled