

Fashioning the Future Awards 2011  
Fashion's Campaign for 'Unique'



Centre for  
Sustainable Fashion  
London College  
of Fashion

University of the  
Arts London  
London College  
of Fashion

Fashioning the Future is the leading international cross-disciplinary platform for celebrating innovative initiatives towards fashion design for sustainability, its development and communication. It recognizes the possibilities envisaged through the work of students and recent graduates from across the world. This collective of inspired, unique solutions, offer some of the many ways needed to achieve the world that we truly aspire to live within.

Fashioning the Future is designed and coordinated by the Centre for Sustainable Fashion at London College of Fashion.

*'We are at a time when everything will be reconsidered. In fact this is one of the most exciting times in design. No longer are we limited to just designing in one area, as we will now start to see, the power of ideas will come from the convergence of skills and knowledge. There is so much to take on board that will ultimately affect the way we all think, process and create. But great design can flourish in these complex times. The Centre for Sustainable Fashion will be at the forefront of this movement.'*

**BOUDICCA**

Zowie Broach & Brian Kirkby, Leathersellers' Designers in Residence  
London College of Fashion

## **Centre for Sustainable Fashion**

### **Fashioning the Future Awards 2011**

#### **Fashion's Campaign for 'Unique'**

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## 1. Fashion's Campaign for 'Unique'

Now in its third year, Fashioning the Future Awards 2011 invites students and recent graduates to provoke and nurture unique responses to our collective desire for a thriving world. These awards are a showcase for exceptional work that celebrates 'Unique' ways to create our futures. There is no limit to human ingenuity and creative thought. By engaging the participation of students and graduates from across the world from a variety of disciplines relating to the design, development and communication of fashion; we increase the possibilities of finding innovation that can benefit us all.

*'Humans are unique, as a species, in their capacity to innovate. They are able to combine natural phenomena and past innovations to make a fresh round of innovations.'*

### Big Potatoes

*The London Manifesto for Innovation Norman Lewis, Nico MacDonald, Alan Patrick, Martyn Perks, Mitchell Sava & James Woudhuysen*

We show and understand that we are unique by looking at others – it is through interaction that we offer and identify ourselves as unique in the world. If we simply follow the current systems and accepted norms, we will not innovate towards the future that we all desire – one filled with opportunity and vitality.

'Unique' celebrates identity, difference and personality. It embraces radicalism but acts always with understanding towards people and culture. It is mindful of the heartbeat of the ecosystem with all of its inhabitants, and the connection between our actions and their effect.

### Unique in fashion stands for:

- > New criteria in design
- > Living by your values
- > Making a positive contribution
- > Sharing insights to support individual ideas
- > Community and connection
- > Curiosity
- > Better design incorporating relevance, originality, purpose and beauty
- > A holistic approach

## 2. Eligibility

### Who can apply?

Fashioning the Future Awards is an awards programme open to all current students and recent graduates who completed a course in 2008, 2009, or 2010. You must be enrolled on or have graduated from an FdA, BA and/or postgraduate course in a fashion related subject from any university or college worldwide, e.g. design, promotion, management, photography, styling, retail, buying, journalism, media, etc.

### How do I get involved?

Applicants and tutors must register their interest online at [www.sustainable-fashion.com/fashioning-the-future](http://www.sustainable-fashion.com/fashioning-the-future)

Registered applicants and tutors will have access to a wealth of dedicated online resources which will inspire and inform, offering opportunities for communication and collaboration. For resources, information and materials related to applying for the awards, please visit: [www.sustainable-fashion.com/fashioning-the-future](http://www.sustainable-fashion.com/fashioning-the-future)

### What are the submission dates?

Round 1: 15 June 2011

You will be required to submit your work online.

Shortlisted work will be invited to submit for Round 2 judging.

Round 2: July 2011

Successful applicants for Round 2 will be notified during July 2011. This will involve sending 3D work where applicable.

Submit your work online at

[www.sustainable-fashion.com/fashioning-the-future](http://www.sustainable-fashion.com/fashioning-the-future)

Please follow the specific requirements of submission for your chosen brief.

**When will the winners be announced?**

The finalists and winners will be announced in September 2011, alongside a showcase of their work.

**Who are the judges?**

Work will be judged by a panel of highly respected and renowned individuals and organisations. Previous judges of Fashioning the Future have included Harold Tillman (CEO of Jaeger, Chairman of the British Fashion Council), Caryn Franklin (Fashion Broadcaster and Commentator), Mark Sumner (Marks & Spencer Sustainable Raw Materials Specialist), Solitaire Townsend (Director and Co Founder Futerra Communications), Lucy Siegle (BBC & The Observer journalist and broadcaster, author of Green Living in the Urban Jungle and co-author of A Good Life) and Helen Storey (MBE designer and innovator, London College of Fashion Professor of Fashion Science).

**I still have questions!**

Please feel free to get in touch with us to discuss any questions you still have.

Enquiries:

[www.sustainable-fashion.com/fashioning-the-future](http://www.sustainable-fashion.com/fashioning-the-future)

[sustainability@fashion.arts.ac.uk](mailto:sustainability@fashion.arts.ac.uk)

+44 (0)20 7514 7497

### 3. Award Categories and Briefs

*See /  
[www.sustainable-fashion.com/fashioning-the-future](http://www.sustainable-fashion.com/fashioning-the-future)  
resources as a starting  
point for your research.*

Fashioning the Future Awards 2011 seeks new ways of doing things, grounded in new thinking, and we reward informed experimental applications that offer the possibility of prosperity for all. Outstanding work will be recognised across the disciplines of fashion in 5 awards categories.

#### Fashioning the Future Awards 2011 Categories

- 3.1 Unique Design
- 3.2 Unique Enterprise
- 3.3 Unique Communication
- 3.4 Unique Balance
- 3.5 Unique Materials and Processes

See /  
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point for your research.

### 3.1 Award Category: Unique Design

*'What is modern? The definition of modern is the question – how do I make a real difference? So, ask yourselves the question – do you see the positive difference that you make?'*

**Michael McDonough**  
*Architect*

At its heart, fashion is radical and thought provoking. This is a chance to vision the future that we truly desire. The role and dialogue in design requires unique qualities and powerful ideas around both what we do and how we do it. Now is the time to challenge the current status quo and to reconsider the definition of fashion to one that reflects the unique in the creator, maker and wearer.

This award is offered for the demonstration of unique skills and abilities in the creation of a concept or collection that offers a new definition of fashion where living within nature's limits and putting human wellbeing centre stage, is aligned to desirable, feasible and viable manifestations of fashion.

In responding to the context and opportunity of this competition, you will need to consider an image of the world as you would truly desire it to be. This radical approach will allow you to reflect on current approaches to design, showing an awareness of how design determines the process of fashion creation and the human interaction with fashion during make and wear.

You will need to remember that to engage the wearer, your design work must be of the highest aesthetic calibre and that your design of your piece may need to involve a different kind of engagement from the wearer. Your work may be either conceptual or be ready for immediate application.

See /  
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resources as a starting point for your research.

### **Points for consideration**

- > Design innovation may include products and/or systems.
- > Evidence should reference facts rather than opinion or speculation. This can be a combination of primary and secondary research.
- > We will only change the current system if we can offer an alternative that is more attractive to the wearer than the current fashion offering.
- > All submissions must evidence visual reference points for the work and a succinct written explanation
- > Water, waste, wellbeing, energy, equality and biodiversity are the considerations in your quest to make a positive difference.

### **Submission requirements**

All work to be submitted online to  
[www.sustainable-fashion.com/fashioning-the-future](http://www.sustainable-fashion.com/fashioning-the-future)

Only work submitted online will be accepted.

### **Round 1: Deadline 15 June 2011**

- > Each entrant must submit a written and visual concept: 250 words and 8 sheets of visuals maximum.
- > Plus a portfolio of design work to include materials and processes: flat work and illustrations of a piece or a collection, photographs on models or on a stand: 8 outfits maximum with material and colour choice.

### **Round 2: Notification July 2011**

#### **Shortlisted work may require submission of 3D pieces**

- > Entrants will be given details of how to submit the 3D work on notification of progression to Round 2.

See /  
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### 3.2 Award Category: Unique Enterprise

*'Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.'*

**Margaret Mead**  
Anthropologist

Necessity is the mother of invention. This award invites you to consider the opportunities that arise from the necessity to solve the issues around water, waste, wellbeing, energy, equality and biodiversity. This is a problem for the fashion sector and also an opportunity to find solutions and to reconsider the systems in the fashion sector. Society today is experiencing more rapid and profound changes than in any other period of history. Achieving real, sustainable progress has never been more challenging. Contemporary fashion sector issues are characterised by their complexity, scale and ecological, social, cultural and economic impacts. For a viable, sustainable future, we need to find unique, new ways of doing things. We need to be innovative and to think creatively and connectedly across a wide range of disciplines.

#### Points for consideration

- > Work may offer an enterprising opportunity in terms of a business model, a product or a service capitalising on the possibilities of more sustainable fashion.
- > Submissions may consider the existing fashion supply chain and places and types of intervention.
- > You may wish to look at the lifecycle in an existing product or a new product/service concept.
- > Evidence should reference facts rather than opinion or speculation. This can be a combination of primary and secondary research.
- > We are looking for ideas that make a positive contribution to our collective futures, rather than reducing the negative impacts of our current position. Work that seeks to address the causes of our problems, rather than dealing with the symptoms.
- > Water, waste, wellbeing, energy, equality and biodiversity are the considerations in your quest to make a positive difference.

## Submission requirements

All work to be submitted online to  
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resources as a starting  
point for your research.

Only work submitted online will be accepted.

### Round 1: Deadline 15 June 2011

- > Each entrant must submit a written context behind the idea: maximum 250 words with up to 8 sheets of visuals, as applicable.
- > Each entrant must submit a written, visual, audio visual OR technical submission relating to your enterprise initiative for the future fashion industry in **one** of the following formats:
  - > Maximum 2500 words
  - > Digital display of 1 piece of practical work (sample swatches or a finished collection, a maximum of 6 outfits, shoes or accessories)
  - > 30 minutes audio visual

### Round 2: Notification July 2011

#### Shortlisted work may require submission of 3D pieces

- > Entrants with theoretical submissions are not required to submit further work.
- > Entrants with visual and audiovisual submissions may be requested to submit work in a higher quality format.
- > Entrants will be given details of how to submit the work on notification of progression to Round 2.

See /  
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resources as a starting  
point for your research.

### 3.3 Award Category: Unique Communication

*'We need to find a kick ass way in which to present sustainable fashion.'*

**Caryn Franklin**

*Fashion journalist & broadcaster*

The fashion industry can only lead and inspire if it can bring joy, create trust, and show the values that define it and the people inside it. We live in a consumption culture that has redefined fashion as throwaway, ignoring the true beauty and value of fashion that can adorn and empower the wearer through engagement and attachment. The fashion system has specific ecological, social and cultural issues – these define the aesthetic, and they in turn must be defined by the considerations in our work. This award evidences the crucial role of communication in fashion and engages a new definition of fashion that can make a positive contribution to the world.

We are visual beings and are excited by the spectacle of fashion. Now is the time to challenge the current status quo and to offer radical visual identities for fashion that reflects our true desires and values.

#### **Points for consideration**

- > Submissions may offer an engaging way in which to communicate a new attitude towards fashion, or to communicate a new way to enjoy, preserve, or become more attached to fashion pieces.
- > Evidence should reference facts rather than opinion or speculation. This can be a combination of primary and secondary research.
- > We will only change the current visual identity of fashion if we can offer an alternative which is more engaging and aspirational than current accepted benchmarks in fashion.
- > Water, waste, wellbeing, energy, equality and biodiversity are the considerations in your quest to make a positive difference.

## **Submission requirements**

All work to be submitted online to

[www.sustainable-fashion.com/fashioning-the-future](http://www.sustainable-fashion.com/fashioning-the-future)

See /  
[www.sustainable-fashion.com/fashioning-the-future](http://www.sustainable-fashion.com/fashioning-the-future)  
resources as a starting  
point for your research.

Only work submitted online will be accepted.

### **Round 1: Deadline 15 June 2011**

- > Each entrant must submit a written press release relating to their work: 250 words maximum, with visuals as applicable.
- > Each entrant must submit a visual concept. This may be either photographic, illustrative, film or animation: 8 visuals or 30 minutes maximum.

### **Round 2: Notification July 2011**

- > If successful you may be requested to submit your visual work in a high quality format.
- > Entrants will be given details of how to submit the work on notification of progression to Round 2.

See /  
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### 3.4 Award Category: Unique Balance

*'Biological diversity - or biodiversity - is the term given to the variety of life on Earth and the natural patterns it forms. The biodiversity we see today is the fruit of billions of years of evolution, shaped by natural processes and, increasingly, by the influence of humans. It forms the web of life of which we are an integral part and upon which we so fully depend.'*

United Nations

In 2010, 193 governments from all the corners of earth adopted a landmark agreement setting out a global vision of a world “Living in harmony with nature” where “By 2050, biodiversity is valued, conserved, restored and wisely used, maintaining ecosystem services, sustaining a healthy planet and delivering benefits essential for all people”.

Fashion Designers look for balance in their work to create shape and form that interacts with the body in powerful, beautiful and exciting ways. Fashion is an art form that can shift our mind maps through its manifestations, thus creating a sense of awe and possibility.

This is an opportunity for designers to contribute to the materialization of this global vision through visualising ways in which to balance the co-existence of humans with the earth's other species. It asks you to explore conceptual and creative ways in which to visualise fashion that is in balance with those that share the world with us, thus honouring the uniqueness of all species.

This Award seeks an innovative, holistic approach that may be partly or fully evolved into a collection or conceptual pieces. It encourages an interdisciplinary approach and may be in the form of installation, film, 3D or photographic work, by an individual or a group of applicants.

This Award brings together a global community of creative thinkers and doers, designers, innovators and entrepreneurs with many different skills, locations and perspectives on the many facets of fashion. It is only as a community that we can offer perspectives across the globe and a connected opportunity to offer a menu of possibilities for the equitable sharing and protection of our resources.

## **Points for consideration**

- > Submissions may offer conceptual ways in which to communicate or by using fashion as a tool for the more holistic visualisation of the importance of biodiversity.
- > Evidence should reference facts rather than your own opinion or speculation. This can be a combination of primary and secondary research.
- > Remember! We will only change the current system if we can offer an alternative which is more appealing and aspirational to the wearer than the current fashion offering.

*See /  
[www.sustainable-fashion.com/fashioning-the-future](http://www.sustainable-fashion.com/fashioning-the-future)  
resources as a starting  
point for your research.*

## **Submission requirements**

All work to be submitted online to  
[www.sustainable-fashion.com/fashioning-the-future](http://www.sustainable-fashion.com/fashioning-the-future)

Only work submitted online will be accepted.

## **Round 1: Deadline 15 June 2011**

- > Each entrant must submit a written and visual concept:
  - > 250 words maximum.
  - > 8 visuals or 30 minutes maximum. This may be either photographic, illustrative, film or animation.

## **Round 2: Notification July 2011**

### **Shortlisted work may require submission of 3D pieces**

Selected entries will be requested to submit finished work to include the following:

- > Each entrant is only eligible to submit up to 3 pieces of work. This may consist of conceptual 3d pieces, OR Film of 20 minutes maximum.

See /  
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resources as a starting  
point for your research.

### 3.5 Award Category: Unique Materials and Processes

*'The future fashion is all of our responsibility: to look for the right product, endorse the right ideas, demand change and follow it through'*

**Orsola de Castro**

*Director of From Somewhere and co-curator of Esthetica*

This award seeks a new approach to materials choice and use in fashion design. It also encourages new materials development in textile design and technology.

Materials and processes undertaken can determine how and where something is made, how long a piece lasts, how it is cared for and impacts on the social, ecological, cultural and economic factors of its life or lives. Fashion relies predominantly on two key materials and a multitude of harmful processes. This award seeks an innovative approach to materials and processes that move us away from our current reliance on unsustainable virgin materials and offers a new approach to materials choice and use or new materials and process development ideas.

## **Points for consideration**

- > Submissions may focus on the role of a specific material OR the life of a material within a specified garment.
- > Evidence should reference facts rather than your own opinion or speculation. This can be a combination of primary and secondary research.
- > We are seeking submissions that consider the role of materials in fashion, not at analysis of a specific material in isolation.
- > Submissions may be practical, technical or theoretical in nature.
- > Water, waste, wellbeing, energy, equality and biodiversity are the considerations in your quest to make a positive difference within your work.

## **Submission requirements**

All work to be submitted online to

*[www.sustainable-fashion.com/fashioning-the-future](http://www.sustainable-fashion.com/fashioning-the-future)*

Only work submitted online will be accepted.

## **Round 1: Deadline 15 June 2011**

- > Each entrant must submit a written and/or visual context behind your choice of materials and / or processes and their role in the complete design, development and existence of a product maximum 100 words or 8 visuals.
- > Each entrant must submit a practical, written or technical submission relating to the material/ process: maximum 2500 words OR digital display of practical work (sample swatches or a finished collection of maximum 6 pieces).
- > Practical work to include materials and processes; flat work and illustrations of pieces; photographs on models or on a stand.

## **Round 2: Notification July 2011**

### **Shortlisted work may require submission of 3D pieces**

- > Entrants with theoretical submissions are not required to submit further work.
- > Entrants will be given details of how to submit the work on notification of progression to Round 2.

#### 4. A Look Back at the Awards

*'Sustainable fashion is all about great design, if it is not designed well no one will buy it so therefore it's not sustainable. As a believer in sustainable fashion for me to be an ambassador of London College of Fashion's Centre of Sustainable Fashion makes me truly honoured and proud. I believe it is the future of fashion, and to see the potential young designers creating such wonderful sustainable collections, well I just love being a part of that.'*

**Jo Wood**

*Founder Jo Wood Organics & Ambassador  
for the Centre for Sustainable Fashion*

The Awards were conceived as a means to share and exchange our gathered knowledge, skills and experience with others. It offers a platform to the fashion sector of the best emerging talent, equipped and prepared to contribute to our collective prosperity.

First launched in 2008, the Fashioning the Future Awards now link a host of fashion institutions worldwide and bring together a global community of creative thinkers, doers, designers, innovators and entrepreneurs, all aiming to help the fashion industry steer a course for the future.

The theme for Fashioning the Future Awards 2009 was Water, with a cross-discipline award focusing on solutions to deal with the fashion industry's undeniable dependency on our most precious resource. Clothes made from recycled cotton paper, exquisitely designed pieces that need less laundering, hand finished luxurious hemp satin pieces and hand-knitted pieces that are fastened onto classic silhouettes to create a completely adjustable wardrobe to cherish are just some of the winning ideas from Fashioning the Future Awards 2009.

Awards have been offered for entries from all parts of the world, showcased in London and then in other regions. Winners have been offered opportunities such as last year's Design winner's work being featured in an exhibition at Design Museum 'Sustainable Futures', 2010.

Further information visit

[\*www.sustainable-fashion.com/fashioning-the-future\*](http://www.sustainable-fashion.com/fashioning-the-future)

## 5. About Centre for Sustainable Fashion

*'The Centre for Sustainable Fashion offers a platform of expertise, insight and innovation that will affect change in the way that we work'.*

**Harold Tillman**

*Chairman British Fashion Council and London College of Fashion alumnus*

The Centre for Sustainable Fashion explores design-led solutions to ecological, social and cultural issues through research, business and education.

The Centre for Sustainable Fashion at London College of Fashion takes a holistic, interdisciplinary, multi levelled approach towards design for sustainability, relating to the fashion sector. It places faith in the co-operative abilities of people and nature to solve ecological issues.

It takes a solutions based approach, seeking out, developing, nurturing and communicating ways in which design for sustainability in fashion can contribute to a more prosperous and equitable world for us all.

We employ a framework of living within nature's limits, putting human wellbeing at the centre of activity and using design as a means to nurture change towards sustainability. These parameters can empower our creative minds and foster change for a dynamic and prosperous future.

Through our work, we encourage an inquisitive approach and critical reflection, thinking through and actively addressing the opportunities and challenges that we face. We need to connect globally and locally in order to make change happen.

**Dilys Williams**, Director

**Cara Lee Roth**, Project Coordinator

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Further information visit

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