

2023 Student Challenge Theme:

Casual Couture: Transforming Fashion at Every Level

Challenge:

This year's student challenge is to design a garment that can seamlessly transform from one level of dress to another in a short time, akin to the time it takes to walk down the runway. You are tasked with creating two distinct looks from the same garment, allowing for a swift and impressive change during the model's walk. Let your creativity shine as you embrace the challenge of crafting a versatile and dynamic piece of fashion. Have fun with the process and showcase your design prowess!

Take a close look at the 5 levels of dress shown on this year's conference poster:

1. Gym/running gear
2. Hiking and high-end sportswear
3. Street-wear
4. Office-Professional
5. Evening wear/Bridal



Guidelines:

- Fabrics may be either new or taken from recycled or upcycled garments.
- The items that make up your entry must be sewn together, with all visible seams properly finished (no frayed edges unless an intended part of the design).
- No glue is allowed for construction purposes; you may use unconventional methods for joining pieces in your design as long as the transformation is repeatable. This is a sewing and design challenge.
- Your entry must have been made in the current year.
- The minimum age requirement to enter is 16, and entrants must be able to verify student status.
- Submissions must be received by 10:00 p.m. EST, September 30, 2023.
- \$10.00 for each entry must be submitted with the online submission form. Limit of three entries per participant.

Submission:

Student Challenge Submission Form will require you to complete information about your entry:

- A. **Title:** Enter a simple and descriptive yet creative title in two to five words. The first round of judging will be completed digitally, and the title makes it easier for the judges to identify your entry. The same title will be used in the fashion show commentary.

B. **Photos:** in jpg or png format - minimum of 4, maximum of 8. We encourage you to send the maximum number of photos in order to show your entry off to its best advantage.

- 2 full-view photographs of the garment - front and back (required)
- 2 full-view photographs of the garment after transformation - front and back (required)
- 4 detail photographs -transformation process, construction details, technique photos, etc.

Photo Specifications: Please photograph your entry on a dress form or person. If you use a person, please crop out the face even if you are not the model - no faces are allowed! This is a blind judging competition. Do not photograph your entry flat or on a hanger for the full-view photos. Flat lays are allowed for detail or technique photos. You may combine multiple photos, such as a step-by-step process, into one composite image.

C. **Artist's statement:** Written portion must be written as a .pdf file. The Artist's statement must include:

- **Introduction:** In 50 to 100 words, tell us about your concept for your design, emphasizing the transformation aspect and how it aligns with the main theme of the challenge.
- **About the Garment:** In 100 words or less, describe the garment's design and any notable information about the pattern work, color choice, and fabric used.
- **Bullet Point List:** Short descriptions of the garment's features; be concise but also specific.
- **Runway Commentary:** Write your own fashion show commentary in 100 to 150 words. Statements should be in the third person; The Designer. Write the way someone else would describe the design.

Judging:

In the first round of judging, all submissions will be evaluated based on the images and the accompanying artist's statements. The judges will carefully examine the visual representation of the transformation process as presented in the photos. Through a comprehensive review of photos and descriptions, the judges will select the entries that best exemplify innovation and ingenuity in transforming fashion at every level. The selected finalists will be required to send their actual garments to the conference event for the second round of judging.

A panel of three judges chosen by ASDP who have expertise in the sewing or design industry will participate in the second round of blind judging before the garments walk the runway at the 2023 Conference fashion show. All garments will be judged on the quality of construction (both inside and out) and creativity as evidenced by the use of materials, style features, and/or expression of the concept.

Submission garments must arrive at the ASDP conference office by 10:00 a.m. MDT on Friday, October 20, 2023. If challenge participant is not able to attend the show in person, they may, at their own expense, ship their garment(s) to the fashion show location. Shipping instructions need to be obtained from the Conference Committee in advance.

Participants are asked to provide their own model (models must be available for the rehearsal). If unable to provide a model, one can be requested, but ASDP does not guarantee the proper fit of the garment for the runway.

The fashion show is Friday, October 20, 2023, at 7:00 p.m. MDT, at the Hyatt Regency Denver Tech Center. To encourage all your fans to come to see your work, all entries will receive two complimentary tickets and discounts on additional tickets for the fashion show.

Questions? Inquire at FashionShow@sewingprofessionals.com.

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