

2024 Student Challenge Theme:

“Upcycle Style Challenge”

Fashion is one of the most creative yet wasteful industries, with clothing production contributing significantly to landfill waste. However, we believe fashion can also be a powerful tool for change. That's why we're thrilled to announce our upcycled fashion challenge!

This year's student challenge invites you to give pre-loved garments new life by reimagining them into modern, stylish looks. Whether you source from thrift stores or from the depths of your own closet, we encourage you to dig into the potential of forgotten pieces. Take risks, experiment with textile manipulations, and breathe fresh perspective into what already exists. Most importantly, have fun with the process! This is a chance to make sustainability stylish by showing your peers that upcycling is not only good for the planet, but can produce innovative fashion. We can't wait to see the boundary-pushing potential of these undeserved garments when placed in the hands of young, inspired designers like you. Unleash your creativity and register today!

How to Participate:

1. Register an Intent to Enter:
 - The minimum age requirement to enter is 16, and entrants must be able to verify student status.
 - \$10.00 for each entry must be submitted with the registration form. Limit of three entries per participant.
 - Registrations must be received by 10 pm PST June 30, 2024.
2. Receive Entry Number
 - Entry numbers will be sent July 10, 2024.
 - Challenge participants will be sent their challenge entry number and additional challenge instructions by email; please add fashionshow@sewingprofessionals.com to your safe list.
3. Complete Entry Submission:
 - Entry submissions are completed through the online Student Challenge Submission Form.
 - Submissions must be received by 10 pm PST August 15, 2024.

Challenge Guidelines:

- Source Pre-Loved Garment(s): Find an existing garment or textile from your closet, family/friends, second hand stores, etc. This must be the foundation of your design.
- Upcycle & Redesign: Use your creativity to transform the garment into something new! Cut it up, combine it with other materials, apply trims/embellishments, etc.
- Construction: While creativity and design are important, entries should demonstrate quality construction and effort. The items that make up your entry must be sewn together; gluing or stapling is discouraged. Remember that finished garments must be durable enough to withstand being worn.
- Additional Materials: You may spend up to \$30 on the garment and any additional fabrics, trims, or embellishments you incorporate into your upcycled design.

Challenge 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.
- B. Photos:** in jpg or png format - minimum of 4, maximum of 6. 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**
 - 2 detail photographs - construction details, technique photos, etc. -Optional

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.

- C. Artist's statement:** The Artist's statement must include:
- **Introduction:** In 100 to 150 words, tell us about your inspiration and goals for the upcycled design, what garment(s) you began with and how you transformed them.
 - **About the Garment:** In 100 words or less, describe any additional fabrics, trims, or embellishments used.
 - **Bullet Point List:** Short descriptions about the garment elements; be concise but also specific.
 - **Amount Spent:** List purchased items. The total must be \$30 or less.
- D. 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.

Written portion documents must be submitted as .pdf files.

Judging Criteria:

Submissions will be evaluated by a panel of judges based on submitted images and the accompanying written statements. Judges will select entries based on the visual impact of photos submitted, the effective communication through the artist statement, and engaging commentary. The selected finalists will be asked to send the completed garment(s) 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 2024 Conference fashion show. All garments will be judged on creativity in the usage of recycled garment/textile, innovation in the transformation of components, quality of garment construction, and overall fashion execution.

Finalist garments must arrive at the ASDP conference office by 10:00 a.m. PDT on Friday, October 25, 2024. If a 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.

Prizes will be given for the first and second place challenge winners.

The fashion show is Friday, October 25, 2024, at 7:00 p.m. PDT, at the Embassy Suite Downtown Portland. 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.

Revised 4/5/2024