



Threads/Association of Sewing and Design Professionals **2020 Challenge**

The Four Elements Challenge

Submission Requirements

You must have submitted an Intent to Enter and received an entry number(s) in order to continue with this step of the Challenge. You can enter only one garment per Intent. First round Challenge Entries will be transmitted electronically, please follow the detailed directions below.

The first round entry must be received by 11:59 PM EDT on the inbox time clock August 10, 2020.

Submit first round entries via the **Challenge Submission Form.**

The **Challenge Submission Form** will require you to provide the ENTRY NUMBER of your garment. Enter the Threads Challenge number that was issued to you for that garment.

The **Challenge Submission Form** will require you to provide a TITLE of your entry. Enter a simple and descriptive, yet creative title in two to five words. The first round judging will be by telephone and email, and the title makes it easier for the judges to identify your entry. The same title will be used in the fashion show commentary.

Example: 318 Spicy Mango Dress (Do not use the pound sign-only the number)

The **Challenge Submission Form** will require you to attach a minimum of 4 photos of your garment and label them.

Note: The Entry Number should be the first part of each attachment's title. Required attachments include Photographs, Artist's Statement, and Runway Commentary.

Example: 318 Artist's Statement
318 Photo-full front, etc.

The **Challenge Submission Form** will require you to provide an Artist's Statement.

The **Challenge Submission Form** will have a space for you to provide a Runway Commentary.

Entries which are missing requirements will be disqualified. Decisions of the Challenge Committee and Judges are final.

Entry attachments must include:

1. Photographs, 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. Title each photo file with your assigned entry number and then the description of the photo-

Example: 318 full front view; 318 detail. Remember, do NOT use the pound sign.

Required: 2 full view photographs of your garment or ensemble.

-Front and back of garment

2 detail photographs

-construction details, technique photos, etc.

Optional: up to 2 additional photos of designer's choice (maximum of 6 photos total).

Photo Specifications: Please photograph your entry on a dress form or person. If you use a person, please crop out her face even if you are not the model - no faces allowed! This is a blind judging. Do not photograph your entry flat or on a hanger for the full view photos. Flat lays are allowed for detail or technique photos.

Photo Size Recommendations: Initial judging to determine finalists is done using photographs. A minimum size of 640 x 480 px will best show your entry for the initial judging. Lower resolution photos will be accepted, however, they are very hard for the judges to see online or through email, and do not show the garment to its best advantage. A higher resolution photo will give your entry the best change of making the first cut into the finalists. Many garments have been eliminated in the past because photos did not highlight the entry. Eliminate background clutter and other visual distractions.

2. Artist's statement: Written portion must be as a .doc or pdf file. The Artist's statement must include:

- A. Introduction: In 50 to 100 words, tell us what element you have chosen and explain your concept.
- B. About the Garment: In 100 words or less, describe the garment's design and any notable information about the patternwork, color choice, fabric used and transformation process.
- C. Bullet Points: Short descriptions of the garment's features. Be concise but also specific. You do not have to use these suggestions. They are only examples.
 - Sewing techniques: If you used any special techniques, please explain what they were and why you used them.
 - Patternwork and design: Describe how you developed your design, via flat-pattern drafting, draping, or another method.
 - Fabric choices: Share any special characteristics or challenges the textiles may have presented. For example, describe the stretch, stability, drape, or other qualities of the fabrics.
 - Closures or embellishments if any: Let us know what you chose to use, why, and how you applied the trims, if any.
- D. **Runway Commentary:** The written portion must be as a .doc or .pdf file. Write your own fashion show commentary in 100 to 150 words. Your entry fee includes entry of your garment in the runway fashion show. All entrants are encouraged to show their garments, whether or not chosen as finalists. All finalists are expected to participate. As your commentary will not be sent to the judges you may include personal references if desired.

Example: 318 Commentary

The Commentary and the Artist's Statement must be separate documents. Doing the paperwork for your garment in the Threads Challenge does not automatically enter it into the Fashion Show. You will also need to fill out the Fashion Show Entry form.

Questions? Contact Helen Haughey, Challenge Coordinator, at challenge@sewingprofessionals.com.