



## **Threads/Association of Sewing and Design Professionals 2021 Challenge** **The Selvage/Selvage Challenge**

### **Challenge Terms and Schedule**

Smart designers and sewers are mindful of their materials. They see potential in a wide range of fabric sources and find ways to use them creatively. This year, Threads challenges you, the members of the Association of Sewing and Design Professionals, to expand your definition of fabric and incorporate pre-worn garments into your designs. We also ask you to include coordinating yardage and make use of it all the way to the edge.

We would like you to create a garment or ensemble worthy of a professional setting, whether that means going to an office or appearing in a high-definition video conference from your home workspace. Please define the “office” you are designing for. Consider how your ensemble will look in that space. You may need a head-to-toe look for giving in-person presentations, or an outfit that looks dynamic on camera from the waistline up, with a comfortable, easy-to-wear bottom half.

Your entry should contain at least 25 percent fabric or design elements from one or more used ready-to-wear garments. You may select garments from your own closet or another source. We encourage you to look at menswear, knits, and even special-occasion dresses, in addition to more conventional office-wear pieces, when you are choosing pieces to upcycle. Feel free to incorporate embellishments, closures, and other features from the garments you pick. The remaining fabric can be of your choice, but you must include a total of at least 36 inches of visible fabric selvage in the design. You can use it as a finished edge on your design or cut it from the fabric and turn it into a trim.

We request that you document the original garments in photographs before taking them apart or otherwise modifying them (at least one full-length image; two if the front and back come into play in your finished design). In your artist’s statement, let us know which elements you used, and why and how you chose them. We are excited to see how you bring new life to garments and fabric pieces that might otherwise be discarded.

The Challenge is open to Formal, Retired and Emeritus members of the Association of Sewing and Design Professionals, who have been members for a minimum of one year on or before April 10, 2020. The Entrant must maintain their membership in good standing throughout the entire Challenge process, from submission of Intent to Enter through Threads’ publication of the winning entries.

The entry must be a garment or two-piece ensemble that is intended to be worn together. The garment must be sized for an adult female.

A participation fee of \$25 for each entry must be submitted with the Intent to Enter Form. No additional Fashion Show entry fee will be charged for Challenge garments (includes finalist and non-finalists), but entrants MUST register separately for the Fashion Show and Member Showcase.

Intent to Enter must be submitted online no later than 10:00 PM EDT, April 2nd, 2021. Late entries will not be accepted. A signed Release using the Threads Release Form is attached to and will be submitted with the Intent to Enter form.

The grand prize winner ("Best Overall") in the 2020 Challenge is not eligible to enter the 2021 Challenge, but is welcome to model other garments in the Fashion Show and Member Showcase. It is tradition that this winner act as judge of the 2021 challenge. If selected as a finalist, the Entrant agrees to submit the garment for final judging and to have the entry modeled during the Fashion Show and Member Showcase in October, at the 2021 Annual Conference in Boise, Idaho. Winning garments will be shipped to Threads immediately following conference and will be returned by FedEx the following spring.

Entrants may NOT publish images or descriptions of their entry while entry is active. Winners may not publish images or descriptions of their entry until after Threads has published the Challenge article in spring 2022. Threads has first right of publication of winning entries. This includes Websites, Facebook, email, YouTube, etc.

Submit 1st round entries electronically via the Challenge Submission Form by 10:00 PM EDT, August 2, 2021 on the inbox time clock. Late entries will be disqualified.

This is a blind judging: therefore entries which include identifiers, such as a name, face, or photograph which could identify the entrant, will be disqualified.

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

### **Schedule:**

- April 2, 2021: Intent to Enter form and fees submitted online by 10:00 PM EDT.
- April 30, 2021: Entry Number(s) sent to Entrant via email. First round submissions will be handled electronically so please add [challenge@sewingprofessionals.com](mailto:challenge@sewingprofessionals.com) to your safe list and save all Challenge related emails.
- August 2, 2021: First round entry submissions are due 10:00 PM EDT as registered on the Challenge inbox. Complete the Challenge Submission Form online. You will be attaching your photos, Artist Statement and Runway Commentary in the form. You will also need to complete the Fashion Show and Member Showcase Entry form.
- September 15, 2021: Notification of status of all entries by email.
- October 28, 2021: Finalist entries are due at Conference for final judging.
- October 29, 2021: Winners will be announced at Conference at Runway Fashion Show and Member Showcase.

Revised 2/22/2021