**2021 APPLICATION FORM**

Please complete the following Application Form in full and email your application by **11:59pm 13 August 2021** to:

[**bazaarprojects@sph.com.sg**](mailto:bazaarprojects@sph.com.sg)

All applications must include (in digital format):

* Completed Application Form
* Final year project sketches, relevant mood boards, material and photos of actual collection
* Curriculum Vitae

**GENERAL INFORMATION**

| **Brand Name:** |  |
| --- | --- |
| **Applicant’s Name:** |  |
| **Contact Number:** |  |
| **Postal Address:** |  |
| **Email Address:** |  |
| **Website (If any)** |  |
| **How did you find out about the competition:** |  |

**EDUCATION**

| **School/ Institution** | **Country** | **Year of Joining** | **Year of Graduation** | **Highest Qualification Obtained** |
| --- | --- | --- | --- | --- |
|  |  |  |  |  |
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|  |  |  |  |  |

If your designs are currently being retailed/have been retailed, please fill up the following section. Otherwise, please indicate “Not Applicable” and move to the next section.

| **Where are you retailing?** |  |
| --- | --- |
| **How long have you been retailing?** |  |
| **What are your current marketing efforts?** |  |
| **What is your current sales turnover?** |  |

**BUSINESS PLAN**

| **Tell us about your fashion/design aesthetic**  **(In no more than 500 words)** |  |
| --- | --- |
| **What is the vision of your fashion brand?**  **(In no more than 30 words)** |  |
| **Tell us about your collection – What is your inspiration? How does your collection reflect your brand identity? How would you expand your current collection?**  **(In no more than 800 words)** |  |
| **What is the suggested price point of your collection pieces?** |  |

**TARGET AUDIENCE**

| **Who is your target market?**  **(E.g. mid 20s – 30s, young adults, working executives, etc)** |  |
| --- | --- |

**DISTRIBUTION**

| **Where would you ultimately like to distribute or retail your collection at and why?** |  |
| --- | --- |

**MARKETING STRATEGY**

| **What will be your top three PR & Marketing activities to launch and promote your brand and collection?**  **(E.g. How do you want to excite your potential customers?)** | **1** |
| --- | --- |
| **2** |
| **3** |

| **If you were to win the *Harper’s BAZAAR Asia NewGen Fashion Award* *2021* and the sponsored Master's degree at Istituto Marangoni, how would this competition and prize help you grow and realize your business aspirations?** |  |
| --- | --- |

**PRIVACY**

This information provided will be used solely for the purpose of assessing your application for the *Harper’s BAZAAR Asia NewGen Fashion Award* *2021* andwill only be made available to those assessing your application.

**DECLARATION**

I have read all the information about the competition as attached in the application form.

Should I become a Finalist, I agree to take part in any publicity that may arise and am committed to participate in all events related to the competition.

| **Name:** |  |
| --- | --- |
| **Signature:** |  |
| **Date:** |  |

**COMPETITION DETAILS**

**Objectives**

Recognize the importance of a platform for the next generation of fashion designers to showcase their work. *Harper’s BAZAAR Singapore* has stood fast by its belief of investing in the next generation of fashion designers.

In 2021, Harper’s BAZAAR Asia NewGen Fashion Award continues to uncover, nurture and hone new talents in Singapore. *Harper’s BAZAAR* will guide the finalists in building a fashion business. The campaign will end off with a final showcase where the winner will be announced.

**Eligibility**

Participants must be:

* Final Year Fashion design students with a ready final year project for submission
* Singaporean or residing in Singapore

**Guidelines**

Each entry submitted must also adhere to the following guidelines:

* Works submitted should be of original content. No portion of the entry should be copied in whole or in part from any

other work that is not the entrant’s own

* Entries must be in a commercially viable fabric that can be dry-cleaned
* Submitted designs should not have been previously published or entered into any competition or contest or won any award prior to submission to this contest. Harper’s BAZAAR reserves all the rights to use images and submissions to promote the designers and the competition in all media thereafter for perpetuity

**Entry Details**

* The winner will be judged on his or her creativity, originality, commercial viability and technical ability to produce work

that is on par with *Harper’s BAZAAR* standards

* Each entry must include:
  + - Completed Application Form
    - Final year project sketches, relevant mood boards, material and photos of actual collection
    - Curriculum Vitae
* Limited to one entry per person for the 2021 contest period

**Submissions**

Entry to be submitted (in digital format) to[**bazaarprojects@sph.com.sg**](mailto:bazaarprojects@sph.com.sg)

**Closing Date**

13 August 2021, 11:59pm

**PROCESS (subject to changes)**

**July 2021: Recruitment**

All candidates are required to submit hard copies of their completed forms and final year project sketches, relevant mood boards, material and actual collection to the email address given above. Harper’s BAZAAR Singapore will shortlist 12 finalists.

**Aug 2021: Finalists’ Presentation – Selection of Top 6**

**Aug/Sept 2021: Mentorship Program**

**Oct 2021: Final Presentation - Winner selection**

**Nov 2021: Final Showcase + Winner announcement**

**Dec/Jan 2022: Sample Production**

**Feb/March 2022: Launch Collection on Retail platform**

Singapore Press Holdings Limited and Harper’s BAZAAR Singapore reserve the right to amend the competition process and guidelines at any point in time, without prior notification to third parties involved, including participants.

Should there be any further enquiries about the competition, please email:

Chloe Chow

Senior Manager

[chloecsy@sph.com.sg](mailto:chloecsy@sph.com.sg)