

RULES

International Young Fashion Entrepreneur Award of the Year 2009

The International Young Fashion Entrepreneur Award 2009 [further referred to as “Competition”] is an award designed by the British Council to champion and celebrate the importance of creative entrepreneurs working in the international fashion sector, and showcase individual achievement and potential.

1. ORGANIZER OF THE AWARD

International Young Fashion Entrepreneur (IYFE) Award 2009 is organized in Poland by the British Council with its head office at Al. Jerozolimskie 59, 00-697 Warsaw.

2. CANDIDATE PROFILE

Candidates must:

- be aged between 25 and 35
- be a Polish citizen; proof of citizenship must be presented upon the Organiser’s request
- already work in the fashion sector (as defined below)
- be entrepreneurial and have shown their ability in the promotion of the fashion sector in their country, particularly in a commercial context
- through their character, drive and abilities, demonstrate their potential to be a future leader of the sector in their country
- be fluent in English
- be able to travel to UK in February 2009 (if they win the Polish stage of the Competition).

The IYCE awards are unique in rewarding entrepreneurial ability. We recognise that a finalist may be active as a fashion designer, however this should be secondary to their focus as an entrepreneur in the promotion of fashion in their country. Artistic talent will not be factored into the judging procedure – finalists will be judged solely on the merit of their entrepreneurial abilities in the industry.

3. DEFINITION OF THE FASHION SECTOR

Candidates must already be active professionally in the local fashion sector, i.e.:

- Fashion, textile, accessories or perfume design and production
- Fashion promotion: shows, exhibitions, festivals, events
- Fashion retail: buying, merchandising
- Fashion product research, sourcing, supply chain management
- Fashion marketing, PR, branding, journalism
- Fashion publishing, communications, websites
- Consultants providing specialist services in any of the areas outlined

4. DEADLINES AND SELECTION PROCESS

The Competition is run in two stages: locally (in Poland) to choose Polish finalist and in the UK to choose the final winner.

4.1 Selection in Poland

- 5 October 2008 – deadline for applications to the British Council in Warsaw
- 6 – 13 October 2008 – selection of 6 best candidates
- 20 October 2008 – selected 6 candidates interviewed in English by the Polish jury in Warsaw
- 22 October 2008 – the winner of the local selection stage announced.

4.2 Selection in the UK

- February 2009 – the Polish winner and finalists from other countries travel to the UK for a several day tour of the fashion industry, to include:
 - A UK Tour for visits, meetings, seminars, events and shows in London and another UK city/region
 - London Fashion Week
 - a master-class with Sir Paul Smith
 - IYFE Judging procedure
 - IYFE Award ceremony.

5. FIRST STAGE OF THE COMPETITION – SELECTION PROCESS IN POLAND

5.1 Applications

In order to enter for the Competition candidates must send the following information first by e-mail and then by post **by 5th October 2008** at the latest (as shown on the postal stamp date) to:

IYCE_2008@britishcouncil.pl

Agnieszka Wrycza
Projects Manager
British Council
Al. Jerozolimskie 59
00-697 Warszawa
IYFE Award

Required documents:

- 1 copy of the application, signed
- 1 copy of the up-to-date curriculum vitae
- 1 reference from either an employer or working partner(s).

All documents must be submitted in English. Candidates should not send the British Council any original documents (e.g. diplomas, transcripts of grades).

5.2 Terms and conditions

- To participate in the Competition the applicant must agree to his/her personal data being processed by the British Council for the administrative purposes connected with the Competition.
- The Polish finalist agrees that his/her first and second names, as well as the name of the institution they work for will be published on the British Council's web pages www.britishcouncil.pl and in the general media.
- By sending an Application to the British Council a candidate accepts the Rules of the Competition.
- All submitted Application Forms will be evaluated by the jury, who will be selected by the British Council Poland and will include Polish experts and specialists from the local fashion community.
- All candidates will be notified by post or e-mail of the outcome of the evaluation of the applications.
- 6 short-listed candidates will be interviewed in English on **20 October 2008** at the British Council office in Warsaw.
- The verdict of the panel of the Competition's judges is final and the British Council will not enter into any correspondence with unsuccessful candidates about the judges' decision.

- The British Council will exclude from the Competition any candidate who does not follow the Rules of the Competition.
- The British Council can change the Rules of the Competition only on condition that the new Rules do not constitute worse terms and conditions for the candidates.
- The Rules of the Competition become valid on the day they are published on the British Council's web page: www.britishcouncil.pl
- To the maximum extent permitted by the applicable law, the British Council will have no liability for any loss or injury or damage whatsoever caused or suffered by candidates, which arises out of or in connection with the Competition.

6. SECOND STAGE OF THE COMPETITION – SELECTION PROCESS IN THE UK

6.1 IYFE 2009 Prize

The winner will win the title of the International Young Fashion Entrepreneur of the Year 2009, as well as a financial award (value approx. **£7,500**) which will be used for a professional project whose nature will be agreed with the local British Council office. The aim of the Competition is to build relations between the winning country and the UK. The winner will be encouraged to come up with their own proposal, and both the local British Council office and the specialist art form departments in London will be involved in the process of agreeing how the prize money should be spent.

6.2 Presentation

The winner of the Competition will be selected based upon a 20-minute presentation made by each candidate to an elite judging panel from the UK fashion industry and followed by a 15-minute question and answer session.

The presentation should include:

- the background of the national fashion industry and the current situation/issues within it
- a description of their own work as a fashion entrepreneur
- how their own work sits in the context in the national industry/situation
- their wider vision for their own work and domestic fashion industry – and how they are a leader within it
- how the IYFE prize would benefit them and their work
- inherent within this should be a demonstration of how they successfully marry the commercial and creative aspects of their work to drive their company forward.

6.3 Judging criteria

The participant will be judged both on their ability to present themselves in public and the content of their presentation. It is important that the winner does not simply have an impressive CV, but has the qualities and vision to be a potential leader in their national fashion sector, with an entrepreneurial drive that is tied to a strong creative ability. The winner will be someone who the judges deem able to develop a mutually beneficial culture of both personal and professional engagement, collaboration, and partnership with the UK, and more broadly put the wider international dialogue of IYFE to work.

6.4 What will be expected of finalists

We are looking for finalists who have an international outlook, who are keen to come to the UK to find out about the UK fashion sector, and to enjoy this shared experience with the rest of their fellow finalists. The following will be expected from the successful IYFE finalists:

- an active participation in the UK tour, including research prior to meetings
- the preparation of a piece of work or innovation in the fashion sector to be presented at showcasing event
- a 20-minute presentation in front of a judging panel, followed by a question & answer session.

- co-operation with the British Council in-country and in the UK throughout the planning process- including the provision of required information, etc., and the UK visit.
- a positive, enthusiastic attitude throughout the process.

6.5 Programme of the UK Tour

The UK tour is scheduled to take place in February 2009. It is a several day tour of the UK fashion industry, comprising visits, meetings, seminars, events and shows where the eight finalists will be able to meet key leaders, institutions, companies, etc. within the sector.

The specifics of the schedule are to be confirmed.

6.6 Costs of the finalist visit to the UK:

The British Council Poland will pay:

- the return flight cost for one national finalist to travel to London
- The cost of the finalist's stay in the UK.

Ownership of the Award

The award has been created by the British Council and all intellectual property rights relating to the award will be vested in the British Council.