



SEWGREEN'S 2018 REUSE FASHION CHALLENGE

APPLICATIONS DUE BY MARCH 6 DEADLINE FOR ENTRIES APRIL 7-8 FASHION CHALLENGE SHOW APRIL 13

THE CHALLENGE

Entrants are challenged to work with a pre-selected kit of 6 pieces of cut yardage of varying lengths. From these materials, you must design and make at least one outfit and one accessory (belt, scarf, bag, etc.) You may combine and use the fabrics in any way you like. If you use the materials to make additional items, that's all the better. You can design to fit yourself, or a model. Designs can be for men, women, gender-neutral, children, even your pet – of any age and size. Entries must be original designs, made “from scratch,” not from a commercial pattern or by refashioning an existing garment.

You must use at least 4 of the 6 fabrics in the kit. You may add 2 other fabrics or materials, as long as the additions are from a reuse or upcycle source – such as pieces of vintage clothing, material you already own, something from SewGreen etc. Added trim, buttons, hand-woven or hand-knitted fabrics, surface decoration etc. should also be from a verifiable reuse source.

THE KITS

Each kit contains 6 pieces. Fabric is from the SewGreen reuse store and includes cotton, wool, silk, rayon, linen, blends, and synthetics. Some are woven, some are knit and may include twill, gabardine, fine-wale corduroy, faux suede, velveteen, jersey, crepe, satin, lace etc. All of the fabrics are appropriate for use in making apparel. The kits were assembled by an artist and a reuse fashion designer—and each one is beautiful. *Each entrant may choose a kit based on a description of its contents, but no other information is provided.* Kits will be wrapped in paper and may be picked up at the SewGreen store as soon as your application is accepted. We will also mail kits for the cost of shipping.

WHO MAY ENTER

Designers and makers of original apparel (not from commercial patterns) age 14 to adult. Individuals or small teams may enter. Choice of entrants is at the sole discretion of the organizers and is based on merit. There is no entry fee.

DEADLINES

The deadline for applications is March 6. The deadline for entries is the weekend of April 7 & 8. We will contact the winner privately within two days. The winner will be announced on April 13 at the Fashion Challenge Show, which anchors Ithaca Fashion Week. *We expect that all entrants will be invited to walk in the show, so save the date!*

HOW TO APPLY

1. Fill out the application form
2. Send us three photos of garments you have designed and made, or a link to your website, Etsy store etc.
3. We'll review your application and let you know if it is accepted ASAP.

JUDGING

A small team of designers, artists, and fashion retailers will determine the winner using these criteria:

Adherence to Challenge rules	Construction technique	Aesthetics
Originality and innovation	Wearability/durability	Presentation
Creative use of materials	Additional items	Designer's statement

PRIZES

The winner of the Challenge will receive two round-trip Ithaca-NYC tickets on the Big Red Bus, \$200 in gift certificates from downtown Ithaca retail stores, 20 hours of free studio time in the SewGreen classroom, and will be highlighted and honored at the Fashion Challenge Show.

QUESTIONS? Contact Wendy at coord@sewgreen.org