

EVALUATION PROCEDURE OF THE COMPETITION

WEAR YOUR ORIGINS AWARD

The "Wear your Origins" Program Competition aims at the environmental renaissance of fashion through sustainable and ecological methods as well as at the empowerment and the employment integration of women victims of human trafficking and women at risk of exploitation for the purpose of their smooth integration into society. It will directly support the ideas that reflect these dynamics and offer them the opportunity to contribute to the solution of the challenges that the fashion world faces nowadays. The competition activates citizens, fashion schools as well as designers who love fashion, by making new connections and laying the foundations of social development.

COMPETITION PROCEDURE

In order to secure your valid participation in the Competition it is necessary to submit a folder under the name of the participant at coordination@wearyourorigins.com (through google drive, dropbox, we transfer) that will include the following:

1. Topic and an Analysis Report of the main idea (120-150 words).
2. MoodBoard & ColorBoard (Size A4).
3. Creation of some blueprints (sketches of clothes, accessories, techniques or details).
4. 5 final color designs (one A4 for each design. Each A4 will include 1 design with color rendering and PANTONE or RGB codes, inspirational image or images and indicative reference of fabrics & materials for the design).

The participation folder for the beneficiaries will contain the followings:

1. Title and a short description of your idea (200 words)
2. Blueprints (sketches of clothes, accessories, techniques or details)
3. Five (5) final color designs
4. Sample of technique used in the designs (Optional)

The deadline to send the main idea as well as the designs, as mentioned above, is Sunday 25 April 2021 at 18:00. The proposals that will be submitted in a valid and timely manner in the digital platform of the competition will be evaluated by the evaluation committee.

The evaluation of the proposals will be carried out by our mentors-judges committee. After the expiration of the deadline set for the submission of the proposals, each proposal will be automatically assigned by the digital platform

that manages the proposals, to the evaluators. The rating scale is set at 0-100 with 100 being the highest grade. Each field of the proposal in the electronic submission form is graded independently while the evaluators can record their comments / observations along with the score.

Evaluation Criteria

The submitted proposals will be evaluated based on the following criteria. Each scoring criterion has a specific weight value:

1. Comprehensible and accurate description of the subject (30%). Report Analysis must be clearly reflected in the final plans.
2. The final designs include elements of inspiration (30%).
3. Originality in designs (20%) as this is understood and evaluated as a systemic and structural innovation with respect to the solutions that have already been developed and are implemented in the field of fashion in order to meet its challenges.
4. Eco Sustainability (20%) such as the transformation of the proposed idea into a project that will be feasible and sustainable for the environment and for humans. Each proposal that will be accompanied by a short video presentation will receive additionally a score of 5%.

Each of the participants is being asked to create a collection whose central axis is based on elements inspired by their place of origin. If someone's country of origin is not Greece, their inspiration will focus on elements of their country's tradition. On the contrary, if their country of origin is Greece, then their inspiration will focus on the particular elements from the tradition of their homeland. Following a sequence of tasks concerning designing methods, clothing and accessories for women, they will create a complete and understandable 'thought' on the subject.

Judge committee

The judge committee consists of internationally recognised personalities with experience and love for their field and its purposes. Specifically they are:

Honorary Mentors:

- co-Founder & Global Creative Director of Fashion Revolution, Orsola de Castro
- President of Greek National Tourism Organization (G.N.T.O), Angela Gerekou
- Mayor of Athens, Kostas Bakoyannis
- European MP & Actor Alexis Georgoulis
- Greek MP, Professor Dimitris Kairidis
- National Rapporteur on Trafficking in Human Beings, Ministry of Foreign Affairs, Dr. Hercules Moskov,
- Plenary Member of "Greece 2021", Craftsmanship Ambassador of the Greek Ministry of Development and f. Director of Hellenic Folklore Research Center, Academy of Athens Dr. Catherine Polymerou Kamilaki,

- Ambassador of Panama in Greece, Julie Lymberopoulos,

Mentors & Guest lecturers that will also participate with their students include:

- Professor George Ioannou & Emeritus Professor Ioanna-Sappho Pepelasi
Athens University of Economics & Business
- Professor Eleftheria Stoikou & Venetia Koutsou Fashion Design Department
Hellenic International University
- Professor Jose Manuel Agames School of Fashion Design, USMA in Panama
- Elis Kiss, Fashion Features Director of Vogue Greece
- Kathleen Grevers Education Director Fashion Revolution USA & Lasell
University, Boston
- Jette World Fair Trade Organisation Partnerships Manager
- Paloma Garcia Lopez, Founder of the Circular Project & Sharam Yalda Founder
of Human Nation
- Kristy Hurt founder of the Colab in New York City, USA
- Frederik Timour Swedish Fashion Council Head of Innovation & Founder Neue
- Kim Gustaffson Founder Neue & Strategic Advisor Swedish Fashion Council &
Fashion Innovation Centre
- Sotirios Laganopoulos Secretary of the Executive Board of the Bodosaki
Foundation
- Jesse March President of TCBL Association- Textile and Clothing Business
Labs, Italy
- Susanne Barta, Journalist & Partner Greenstyle Munich
- Meletis Karampinis, Hellenic Association of Ready-Made Garments
- Christos Petridis & Benediktos Antypas Atelier Maison Faliakos,
- Mihalis Pantos, Stylist & Fashion Editor Consultant, f.Editor of Vogue
- Elena Lambrou Founder of the Impact Hub Athens,
- Tony Vergara, Fashion Designer Panama
- Iliada Kothra, Founder of Living Postcards & #dontacceptit campaign

Under the Auspices:

- Greek Ministry of Culture
- Greek National Tourism Organization (G.N.T.O)
- City of Athens Mayorie
- Committee for 'Greece 2021'
- National Centre for Social Solidarity & National Referral Mechanism

Awards

Through this Competition the 30 contestants who will get the highest scores will receive free membership in the "Wear your Origins" Award organized by SOFFA. Through this Program they will have the opportunity to create for the first time their own sustainable Capsule Collection. Through workshops and mentoring by well-known fashion designers, they will learn to design clothes using only sustainable,vegan, plant based,recyclable, recycled fabrics, and circular, innovative fashion and zero waste techniques.Capsule Collections will be named

after their creator and will be designed at the zero-waste fashion studio of SOFFA by trained seamstresses and tailors. Participating designers from all around the world will have the opportunity to display their final collection in catwalks and international sustainable fashion platforms, supporting the empowerment of women victims of trafficking. Their collection will be put up for sale by exclusive retailers around the world and through SOFFA web store offering them 10% on the sale price.

In addition, upon graduation, participants obtain a 'Circular Fashion Design' certificate and are submitted to the SOFFA Job Integration Program.

The Program will last for four (4) months and participants are being asked to commit to be present and participate actively during these months in order to create their own Capsule Collection as well as to display subsequently and promote their collection in catwalks and other stakeholders.

ORGANIZATION

The competition is conducted by the non-profit Social Cooperative Enterprise of Integration under the name "THE NEST of Integration Soc.C.En."-SOFFA (Social Fashion Factory). It is a creative production studio, where fashion designers and professionals in the field work together to produce environmentally sustainable clothes that also have a positive social impact! It supports the global ecosystem of sustainable fashion brands and fashion designers by offering them an ethical solution for the manufacture of their clothes. SOFFA's vision is to set a global example of how (creative) entrepreneurship can be economically viable and at the same time environmentally and socially, through a holistic approach across all tiers of the value chain, including all stakeholders groups and creating increased value for its consumers / supporters.

Conceptual Approaches

Sustainable Fashion or "Slow Fashion": is a movement and a process of promoting change in fashion products and the fashion system towards greater ecological integrity and social justice and concerns the design, production and purchase of fashion products in a more conscious and sustainable way. Sustainable fashion invites clothing designers and businesses to shape the way their clothes are made, ensuring better conditions for their employees and choosing ecological materials and ways in order to make their clothes.

Zero Waste: is the movement of designing and managing products and processes for the purpose of the systematic reduction and elimination of volume as well as the toxicity of waste and materials, the preservation and reuse of all resources, without burning or burying them.