


STUDENTS ONLY

# H&M DESIGN AWARD 2017

DEADLINE

31 JUL 2016

ENTRIES CLOSED

| POSTED | ENTRY FEE | ONLINE |
| --- | --- | --- |
| 6 Jun 2016 | SEE ARTICLE DETAILS | VISIT ORGANIZER |

DETAILS / KEEP FOR REFERENCE

SOURCE: GRAPHIC COMPETITIONS

H&M Design Award is a design competition for students at selected design schools around the world. The aim is to bring up the most promising talents in fashion and give them a springboard in their careers.

Your collection should be based on garments, with at least four complete outfits per entry (no entries that are just print or accessories). The collection can focus on womenswear, menswear, kidswear or a mixed application.

Your portfolio (PDF/JPG, Max 20MB) should include:

• Resume/curriculum vitae (CV). • A brief description of your collection and its themes. • Pictures of your collection at its key stages of development. • Images of inspiration sources and mood boards. • Your color and fabric range. • Details of any prints (if you have created them). • Illustrations and fashion drawings of the collection. • Images of the finished outfits (including campaign images or photo shoots).

There is no entry fee.

## ELIGIBILITY

You must plan to graduate from a 2016 BA or MA qualifying program (or equivalent to that) from a participating college. Find all schools participating in the award here.

## PRIZE

If you make it to the final eight and thereby become a finalist, you win 5,000 EUR (approx. 5,580 USD).

If your flow continues and you become the overall winner you will receive a prize sum of 50,000 EUR (approx. 55,800 USD) plus the chance to show your graduation collection at Fashion Week Stockholm in January 2017. The winner will also get to develop key pieces from their collection to be sold in selected H&M stores.