

# H&M Design Award 2017

Category: [Students Only](#)

Deadline: July 31, 2016

Website: [graphiccompetitions.com](http://graphiccompetitions.com)



**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:

- â€¢ Resume/curriculum vitae (CV).
- â€¢ A brief description of your collection and its themes.
- â€¢ Pictures of your collection at its key stages of development.
- â€¢ Images of inspiration sources and mood boards.
- â€¢ Your color and fabric range.
- â€¢ Details of any prints (*if you have created them*).
- â€¢ Illustrations and fashion drawings of the collection.
- â€¢ 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.

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