

STUDENTS ONLY

H&M DESIGN AWARD 2020

DEADLINE

31

JUL

2019

ENTRIES CLOSED

POSTED	ENTRY FEE	ONLINE
15 Mar 2019	SEE ARTICLE DETAILS	VISIT ORGANIZER

DETAILS / KEEP FOR REFERENCE

SOURCE: GRAPHIC COMPETITIONS

H&M Design Award is a 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 should include:

• CV in English • Personal cover letter in English • Entering graduate collection • Digital portfolio (e.g. mood boards, idea sketches and final designs)

The jury assesses the designers' creativity, innovation, craftsmanship, uniqueness and the element of sustainability. The jury will also look at how well-made and well-coordinated the graduate collection is.

After the application period closes, H&M will go through all applications and select the semi-finalists. From the semi-final, the finalists will be chosen to proceed to the final and present their graduate collection at a special event held at the end of November/beginning December. The overall winner of the H&M Design Award 2020 will then be selected.

There is no entry fee.

ELIGIBILITY

You must plan to graduate from a 2019 BA or MA qualifying program (or equivalent to that) from a participating college. Find all schools participating in the award here.

PRIZE

The winner will be awarded a prize of 25,000 EUR (approx. 28,310 USD) as well as a paid internship at the H&M Head Office in Stockholm. In addition, all finalists, including the winner, will be awarded 5,000 EUR (approx. 5,660 USD) for making it to the final.

The paid internship includes a monthly salary, accommodation in Stockholm as well as other benefits. The internship runs during spring/summer 2020 and will be tailored for the winner, as far as possible, according to their skills and previous experience.

The winner has the option to exchange the internship for a grant of 25,000 EUR. The total prize sum will then amount to 50,000 EUR.