

# H&M Design Award 2020

Category: [Students Only](#)

Deadline: July 31, 2019

Website: <http://bit.ly/2W32YFn>



**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.

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