



HOKONUI

FASHION DESIGN AWARDS

2017



*In conjunction with the*  
Maitaia Licensing Trust

ENTRY INFORMATION

# SECTIONS AND PRIZES 2017

OPEN ENTRY	
<b>1. STREETWEAR</b> Street styles influenced by urban youth culture.	1st Prize: \$1000 2nd Prize: \$200
<b>2. NIGHTLIFE</b> Glamorous red carpet showstopping eveningwear for men or women.	1st Prize: \$1000 2nd Prize: \$200
<b>3. WOOL</b> Innovative use of wool in either a new use of fabric or design. Garments must be crafted in wool fabric or fibre. 20% non-wool fibre is allowed as visible decoration.	1st Prize: \$1000 2nd Prize: \$200
<b>4. AVANT GARDE</b> Anything goes - steampunk, retro, art couture, avant garde. Get creative and let your imaginations run wild!	1st Prize: \$1000 2nd Prize: \$200
<b>5. MENS APPAREL</b> Sophisticated or casual, a category for clothes kiwi men can wear day or night.	1st Prize: \$1000 2nd Prize: \$200
<b>6. COLLECTIONS</b> Three complete designs with a theme running through colour, fabric and design. (ALL collections must have a title).	1st Prize: \$1000 2nd Prize: \$200
<b>7. RECYCLED - Sustainable</b> Any design or style. Get recycling and let your imagination flow.	1st Prize: \$1000 2nd Prize: \$200

SCHOOLS ENTRY (Primary - Secondary)	
<b>A. STREETWEAR</b> Street styles influenced by urban youth culture.	1st Prize: \$500 2nd Prize: \$100
<b>B. NIGHTLIFE</b> Glamorous red carpet showstopping eveningwear for men or women.	1st Prize: \$500 2nd Prize: \$100
<b>C. RECYCLED - Sustainable</b> Any design or style. Get recycling and let your imagination flow.	1st Prize: \$500 2nd Prize: \$100
<b>D. AVANT GARDE</b> Anything goes - steampunk, retro, art couture, avant garde. Get creative and let your imaginations run wild!	1st Prize: \$500 2nd Prize: \$100

### **Prizes awarded to garments from the above eleven sections:**

- **Open Section Award of Excellence** ..... \$15,000 package\*
- **School Section Award of Excellence** ..... \$1,000 + sewing machine
- **Young Designer Award**..... \$4,000 package\*
- Heather Paterson QSM Memorial Best Southland Designer Award ..... \$500 and trophy
- Auaha Award ..... \$500
- Best Use of Fabric Award..... \$500
- Merit Awards ..... certificates
- Garment with the Most Commercial Potential Award... \$500
- Knitted Award..... \$500

\* **AWARD OF EXCELLENCE & YOUNG DESIGNER** also receive registration to Fashion Week in Auckland.

## JUDGING

*All entries will be considered at a preliminary judging when garments will be selected for the finals.*

*All Entrants who's designs have **NOT BEEN ACCEPTED** will be notified by 11th July 2017.*

### **GARMENTS WILL BE JUDGED ON:**

- Fashion trend and design expressed
- Cut and finish
- Compatibility of fabric/fibre and design
- Innovation and originality
- Total look

*The Judges decision will be final and no correspondence will be entered into.*

## CONDITIONS OF ENTRY & FAQ

1. Entrants are required to design and enter a garment of their own choice in the fabric/fibre suitable to the section.
2. Garments must be new and made within the past twelve months and **NOT have been shown at any other competition**. Garments must not have been worn to any function i.e. School balls, parties etc. *Garments shown at graduation shows are allowed.*
3. There are no design restrictions. Designers may not necessarily be the maker of the garment.
4. Garments made under licence or commercial label in New Zealand are not eligible. Organisers reserve the right to accept or reject any entry under this clause.
5. Entry is open to all ages. (*You do not have to be a design student to enter*).
6. To be eligible for 'The Young Designer Award', you must be **under** 21 years of age on the 30th June, 2017 and you must state your age on your entry form.
7. **To enter:** Entrants must complete one entry form per garment entered. The completed top (pink) half of the entry form and entry fee must be received no later than 2 June 2017. *See next page for payment details and address to send postal entries to.*
8. **Garment delivery requirements:** Garments must be received no later than 5pm on the 30 June 2017, or they will be disqualified.  
**Please see below the important checklist of items that MUST accompany each garment.**  
*See next page for garment delivery address.*
9. All entries must be labeled with entrants name sewn onto garment. Accessories must also be named. All labels must not be visible when modeled.
10. Garments must be basic sizes: 10,12 or 14. Average height: 5'7" to 5'9". Male size: 102-108 chest. Waist 81-86cm.
11. Garments will be modelled by models selected by the organisers.
12. Once garments are in the hands of the organisers, they cannot be uplifted until released by the organisers.
13. It is the responsibility of entrants to insure their property from the time of initial dispatch through to it's return.  
Garments will be on and off models many times during judging and shows. Organisers will take care to prevent makeup and other markings during this time.  
The organisers take no responsibility for garments lost in transit. Please use our preferred courier and **make sure the return address is correct, and you have a return tracked ticket enclosed. Failure to comply with this means your garment will not be accepted.**
14. Proper packaging and dispatch of garments and the costs are the responsibility of the entrant. Garments must be boxed for posting/freighting. Such boxes must be named. See the website for courier and postal details.
15. No garments will be available after The Gala Awards Evening.
16. Garments will be available to be picked up between 3 - 4pm, 30 July 2017 from the MacKay Room at the Town & Country Stadium entrance. Those not being picked up at this time must have a courier return ticket included.
17. Committee have the right to change garments from one section to another.
18. Organisers may keep prize-winning garments for up to 12 months after the Awards for promotion and display purposes. *The Award of Excellence garment will be expected to become part of the permanent Hokonui Fashion Design Awards display collection.*
19. By entering these Awards, the entrant accepts all conditions of entry and declares that all details are true and correct.

### ✓ IMPORTANT CHECKLIST (MUST send with garment)

With my garment I have included:

- two copies of the completed bottom half of my entry form
- two colour photographs of my garment
- two copies of clear description of how my garment and accessories are to be worn
- a clearly marked return label, courier ticket and packaging

## IMPORTANT DATES AND FEES

**2 June**

### **Entry deadline**

Top (pink) half of entry form and entry fee due on or before THIS date.

**Address to send entry forms:**

**Hokonui Fashion Design Awards,  
c/- Sheree McIntyre, Wendonside, No. 7RD, Gore 9777**

**Phone:** 03 202 5506 **Fax:** 03 202 5503

**Mobile:** 021 159 6608 **Email:** b.s.mac@yrless.nz

**Entry Fees:**

**Open Section:**

\$45.00 for each entry - *due by 2 June 2017*

\$60.00 for each 'Collections' entry - *due by 2 June 2017*

**School Section (Primary-Secondary):**

\$25.00 for each entry - *due by 2 June 2017*

**Payment Details:**

**Cheque Payment:**

Please make cheques payable to Hokonui Fashion Design Awards

**Online Payment:**

Bank account number: 03-0915-0305160-00

*Please use the designers name as reference*

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**28 June**

**Tickets on sale** Wednesday 28 June from [www.iticket.co.nz](http://www.iticket.co.nz)

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**30 June**

### **Garment deadline**

Bottom half of entry form and garment to be received by THIS date.

Please read important checklist for items that **MUST** accompany each garment.

**Address to send garments:**

**Hokonui Fashion Design Awards,  
c/- Gore Freight and Storage, Rata Street, Gore**

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**28 July**

**Final judging!**

**Hokonui Strictly Design Evening**

**School Section winners announced!**

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**29 July**

**Hokonui Gala Awards Evening**

**Open section winners announced!**

## ADDRESS ALL CORRESPONDENCE TO:

Hokonui Fashion Design Awards,  
c/- Sheree McIntyre (*Awards Administrator*),  
Wendonside, No. 7RD, Gore 9777

Phone: (03) 202 5506

Fax: (03) 202 5503

Mobile: 021 159 6608

Email: b.s.mac@yrless.nz

For further information and online entries, visit:

[www.hokonuifashion.co.nz](http://www.hokonuifashion.co.nz)

