



MATAURA LICENSING TRUST

HOKONUI

FASHION DESIGN AWARDS

2025

ENTRY INFORMATION

SECTIONS AND PRIZES 2025

All sections cover mens and womens fashion

OPEN ENTRY SECTIONS

Awards:

1. GALA - OPEN A carefully designed statement piece worthy of a red carpet event	Winner \$1,200 Runner-up \$400
2. FROM THE EARTH - OPEN A design created using natural materials and techniques	Winner \$1,200 Runner-up \$400
3. AOTEAROA - OPEN A design inspired by the cultural, historical and environmental identity of Aotearoa New Zealand	Winner \$1,200 Runner-up \$400
4. WINTER SOLSTICE - OPEN A design that explores fashion during Earth's coldest season	Winner \$1,200 Runner-up \$400
5. AVANT GARDE - OPEN Where there are no boundaries	Winner \$1,200 Runner-up \$400
6. ANDROGYNOUS - OPEN A design that erases the line between mens and womenswear, exploring genderless fashion	Winner \$1,200 Runner-up \$400
7. COLLECTION - OPEN A trio of complete designs that follow a cohesive theme	Winner \$1,200 Runner-up \$400

SCHOOL ENTRY SECTIONS (PRIMARY/INTERMEDIATE/SECONDARY)

Awards:

A. FROM THE EARTH - SCHOOL A design created using natural materials and techniques	Winner \$700 Runner-up \$300
B. GALA - SCHOOL A carefully designed statement piece worthy of a red carpet event	Winner \$700 Runner-up \$300
C. PREPPY - SCHOOL A design that explores preparatory fashion in the 21st century	Winner \$700 Runner-up \$300
D. ANDROGYNOUS A design that erases the line between mens and womenswear, exploring genderless fashion	Winner \$700 Runner-up \$300

SPECIAL PRIZES (ALL SECTION ELIGIBLE UNLESS SPECIFIED OTHERWISE)

- **OPEN SECTION Award of Excellence** \$16,500 prize package
- **SCHOOL SECTION Award of Excellence** \$1,200 + sewing machine
- **Young Designer Award**..... \$5,000 package
- **Heather Paterson QSM Memorial Best Southland Designer Award** \$700 and trophy
- **Narrative Award** (Best 400 word narrative, describing the creative and visual themes of the designer's garment) \$700
- **Auaha Award** (Garment that is creatively and visually intertwined with the designer's own culture)..... \$700
- **Garment with the Most Commercial Potential Award** \$700
- **Sustainable Excellence Award (School Sections)** \$700
- **Sustainable Excellence Award (Open Sections)** \$700
- **Best Use of Fabric Award** \$700
- **Best Use of Wool Award** \$700

Please note: All cash prizes are gross and are subject to tax if applicable. Winners are responsible for meeting their own tax obligations.

JUDGING 2025

All entries will be considered at a preliminary judging (5-6 July) when garments will be selected for the finals. All Entrants who's designs have **NOT BEEN ACCEPTED will be notified by 7 July**. If successful entrants wish to attend the Awards, tickets go on sale 9 July. Be quick as shows sellout fast.

GARMENTS WILL BE JUDGED ON:

- How well they meet the brief of the section entered into
- Cut and finish
- Innovation and originality
- Sustainability features

The Judges decision will be final and **no correspondence** will be entered into. Organisers reserve the right to reject any entry due to poor workmanship, poor quality, impracticality of the garment, or failure to comply with conditions of entry.

CONDITIONS OF ENTRY 2025

- Entrants are required to design and enter a garment of their own choice in the fabric/fibre suitable to the section. Garments must be made within the last 12 months.
- Garments shown at graduation shows/showcases are allowed, as are school section garments that have been previously entered in their school make & model shows, provided they did not place and that NO photos or videos of such garments are available to be viewed on public, open social media accounts and/or other digital platforms. Any garment that has been entered and placed in the top three in any other competition is ineligible to enter.
- There are no design restrictions however at least 80% of the garment entered must be of original construction. Designers may engage a suitably qualified person to make all or some of the garment. Designers may provide accessories for their entry however accessories must make up no more than 20% of the entire entry. It is within the discretion of the HFDA committee to assess whether an entry has complied with this 80/20 condition. Garments deemed unsafe or impractical to be on the catwalk will still be judged but may be displayed in some other way during the show.
- Entrants who design and create garments (of any type or form) for commercial trade are not eligible to enter the Hokonui Fashion Design Awards (HFDA). Organisers reserve the right to accept or reject any entry under this clause.
- Entry is open to all ages. You do not have to be a design student to enter the Awards. To be eligible to enter the school sections, entrants must be enrolled as a primary, intermediate, or secondary school student at date of entry.
- To be eligible for the 'The Young Designer Award', you must be under 21 years of age on the 30th June 2025, and you must state your date of birth on your entry form when entering.
- To enter:** Entrants must complete one **Entry Form** per garment entered. *Each garment may only be entered in one section.* The completed online entry form and entry fee must be received no later than Friday 23 May 2025. *See next page for more entry details.*
- A) Garment Details Forms:** Download copy of Garment Detail Form from the entries page of www.hokonuifashion.co.nz. Print and complete two copies to accompany garment. **Garments are to have arrived by 5pm Wednesday 25th June 2025. Any garments received after this time will no longer be eligible for entry.** Please refer to the important **checklist** of items that must accompany each garment to successfully complete your entry process.
B) Garment Delivery Requirements: Proper packaging and dispatch of garments and the costs are the responsibility of the entrant. All garments must be packaged for posting/delivery. Such packages must be named. The organisers take no responsibility for garments lost in transit. Please use Mainfreight, our accredited courier. Please make sure the return address is correct and you have a return tracked ticket enclosed. Failure to comply with this will mean your garment may not be accepted. Any contact with Mainfreight Gore regarding the delivery status of your garment may mean your garment is withdrawn – please use your tracking number for this purpose.
Personal deliveries will be accepted between 1-4pm on Wednesday 25th June, 2025 at Gore Town & Country Club, Bury St. Please note: Garments still need to be in an appropriate package with correct paperwork. Personal collection of garments, after the show, is Monday 28th July 2025 from the Gore Town and Country Club between 9am & 10am only.
Address to send garments: Hokonui Fashion Design Awards, c/o Mainfreight Transport Gore, 2 Oldham St, Gore, 9710.
- Garment preferred sizes: 10 – 12. Male size: 102-108cm chest. Waist 81-86cm.
- Garments will be modelled by models selected by the organisers. Designers are unable to specify their own models.
- At no time shall a designer make contact with a model, member of the HFDA Wardrobe team or member of the judging panel, either in person or via message communication regarding garments in the 2025 HFDA Show. Any contact will result in immediate disqualification of the designers garment(s).
- Once garments are in the hands of the organisers they cannot be uplifted until Monday 28th July 2025 between the hours of 9am & 10am, from the Mackay Room at the Gore Town and Country Club. No garments can be collected on the Saturday night after the show.
- It is the responsibility of entrants to insure their property from the time of initial dispatch through to its return.
- Garments will be on and off models many times during fittings, judging and shows. Organisers will take care to prevent makeup and other markings during this time but are not responsible for marks or damage to garment due to being worn.
- If you wish to withdraw your garment, you must notify the entries co-ordinator by 12pm Thursday 30th May 2025 to be eligible for a refund of your entry fee. If entries are withdrawn after this date, the HFDA committee still need to be notified so we can withdraw your entry and ensure our information is updated and correct.
- Organisers may keep prize-winning garments for up to 12 months after the Awards for promotion and display purposes. The Award of Excellence garment becomes part of the permanent HFDA Display Collection and will be retained by the HFDA Committee for at least two years after the show it was entered in with the right to retain longer if needed.
- Organisers have the right to use any photography and video footage taken over the course of the event for publicity and promotional purposes. HFDA has no obligation to commission and/or supply images and/or videography of any/all garments entered.
- All contact from designers relating to any part of the 2025 MLT Hokonui Fashion Design Awards must be directed to the Entries Co-ordinator. Failure to do so may result in the designers garment being withdrawn.
- In the event that the MLT Hokonui Fashion Design Awards 2025 is cancelled, the following refunds will be given to entrants:
 - event cancelled before 23rd June - full refund of entry fee and garment returned (if already posted)
 - event cancelled on or after 23rd June and on or before 21st July - full refund and garment returned
 - event cancelled on or after 21st July and on or before 26th July - no refund and garment returned
- By entering the 2025 MLT Hokonui Fashion Design Awards, the entrant accepts all conditions of entry and declares that all details are true and correct.
- Privacy
 - For the purpose of facilitating the efficient running and administration of the HFDA show, entrants authorise HFDA;
 - To collect and retain personal information about them including (but not limited to) the entrants name, address, contact details, date of birth, bank account numbers, and education provider; and
 - To use certain information (such as name, town, education provider) & disclose as necessary either publicly and/or to contractors engaged by the HFDA committee, for the purpose of producing the HFDA show and materials associated with same (such as the HFDA website, digital platforms, programmes and on-screen displays). Personal details may be used by the HFDA committee for future and/or on-going contact with entrants in connection with HFDA matters.
 - Information will be collected, held and used on the condition that;
 - It will be held securely within the HFDA digital workspace
 - It will not be released for a third party (other than set out above) without the entrants written authorisation.
 - To the extent required under the Privacy Act 1993, entrants are entitled to have access to and request correction of the information which has been collected by HFDA.
- All judges decisions are final and no correspondence will be entered into.

IMPORTANT CHECKLIST MUST send with garment to complete entry

- 2 copies of the completed **Garment Details Form** - download form from the entries page of the website
- 2 colour photographs of garment
- 2 copies of clear description of how garment and accessories are to be worn
- A clearly marked return address label, courier ticket and packaging
- A completed **Return Address Shipping Information Form (Page 2 of the Garment Details Form)**

IMPORTANT DATES AND FEES 2025

23 May

Entry deadline

Entry and entry fee due on or before 23 May 2025.

Enter online at: www.hokonuifashion.co.nz/entries

ENTRY FEES:

Open Section:

\$50.00 for each entry

\$65.00 for each 'Collections' entry

School Section (Primary/Intermediate/Secondary):

\$20.00 for each entry

PAYMENT DETAILS:

- Payment required at time of online entry via credit card.
- School or Design School entrants can elect to pay by invoice to their school. Please choose 'School' or 'Design School' entry form to select this payment option when entering online.

25 June

Garment deadline

Garments must be received no later than 5pm on 25 June 2025.

Each garment MUST be sent with the following items to complete your entry:

- 2 copies of the completed Garment Details Form (*download PDF from Entries page of website*)
- 2 colour photographs of garment,
- 2 copies of clear description of how garment and accessories are to be worn
- A clearly marked return address label, courier ticket and packaging
- A completed Return Shipping Information Form (*Page 2 of the Garment Details Form*)

Use the **Conditions of Entry** inside this Entry Information booklet to carefully check you have included all items to successfully complete your entry.

ADDRESS TO SEND GARMENTS:

Hokonui Fashion Design Awards, C/- Mainfreight Transport Gore, 2 Oldham Street, Gore 9710

NB: Please use your tracking number to check if your garment has arrived. Please DO NOT phone Mainfreight Depot - this may result in your garment being withdrawn.

Mainfreight offer special pricing for HFDA entrants for sending and return of garments. Please enquire with Mainfreight for special rates.

N.B. There are to be no physical drop offs to the Mainfreight depot, garments will not be accepted. If you live locally and wish to personally deliver your garment please refer to our conditions of entry for details.

30 June

Auaha & Narrative Award Written Entries to be submitted on or before 30 June 2025.

9 July

Tickets on sale Wednesday 9 July 2025 from www.iticket.co.nz

25 July

Hokonui Strictly Design Evening - Full Show + School Section winners announced!

26 July

Hokonui Gala Awards Evening - Full Show + Open Section winners announced!

FOR ALL CORRESPONDENCE:

Entries Coordinator: Tori Tremaine

Mobile: 027 632 6447

Email: entries@hokonuifashion.co.nz

For further information visit:

www.hokonuifashion.co.nz

