



**PRESS RELEASE (1)**

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**WANTED: DESIGN TALENTS FOR THE UPCOMING SINGAPORE FASHION DESIGNERS CONTEST (SFDC)**

*Saturday 13 October 2007, VivoCity Shopping Centre*

Each year, one of the most anticipated events during Singapore Fashion Week is the **Singapore Fashion Designers Contest (SFDC)**. Over the years, the contest has been an important platform to launch the career of up-and-coming fashion designers. Many of the finalists and winners of SFDC have either successfully established their own retail labels or are in a fashion-related business: Leslie Chia (1992 winner now designing under PIMABS); Jonathan Seow (1997) designs under the label Woods & Woods; K.Mi Huang (2001) designs under the label Womb and Madeleine Wong (2003), one half of the design label, Posse.

Set to the theme of "*Changing Patterns*", contestants are encouraged to submit designs with their individual interpretation of it (*see Facts about SFDC below*).

This year's SFDC winner will win \$8,000 cash and an internship programme with Calvin Klein in New York. Likewise first and second runner-ups will win \$4,000 and \$2,000 cash respectively, with \$500 cash for the other finalists. The SFDC winner and first runner-up will also go on to represent Singapore in the **Asian Young Fashion Designers Contest (AYFDC)** - the only regional talent search that has paved the way for many young fashion designers to pursue a career in the fashion industry on 15 October 2007. (*see Facts about AYFDC below*).

Application forms for SFDC & AYFDC are available immediately from VivoCity customer service counter, LASALLE-SIA College of the Arts, Nanyang Academy of Fine Arts, Raffles Design Institute Temasek Polytechnic and the Textile and Fashion Federation (TaFf) Singapore office at 190 Middle Road, #19-01 Fortune Centre, or downloaded from [www.singaporefashionweek.com.sg](http://www.singaporefashionweek.com.sg).

Organised under the umbrella of SFW07, the events lined up will bring together the most established designers/ labels and renowned international buyers for the trade show here in Singapore, marked on the world's fashion calendar. This year's SFW07 is one of the key initiatives under TaFf's industry development plan which is supported under the Local Enterprise and Association Development (LEAD) Program, an initiative jointly led by SPRING Singapore and International Enterprise (IE) Singapore to enhance industry competitiveness through partnership with industry associations.

## **FACTS ABOUT SFDC**

Once again, the talent search is on and is open to all citizens and permanent residents between 16 to 35 years (in Dec 2007). After various rounds of vigorous judging, the finals will culminate in a catwalk presentation of the finished apparel which will be held on 13 October 2007 at VivoCity Shopping Centre.

Up to two different design submissions are allowed by each contestant. The submission of design can be in the form of twelve female outfits, or twelve male outfits, or the combination of six female and six male outfits. Each submission must include inspiration boards, sketch book or working journal and illustrations with graphics, sketches, swatches and colour schemes.

The closing date is 4 June 2007. Twenty semi-finalists will be notified by 11 June 2007 followed by interviews and practical assessment by the panel of judges culled from the industry. The judging criteria will be based on rack appeal, workmanship, choice of fabrics and use of accessories, development of design concept, creativity and originality.

## **FACTS ABOUT AYFDC**

This is open to all Asian citizens, including non-Singaporeans residing in Singapore, between 16 to 35 years (in Dec 2007). After various rounds of vigorous judging, the finals will culminate in a catwalk presentation of the finished apparel which will be held on 15 October 2007 at VivoCity Shopping Centre.

Up to two different design submissions are allowed by each contestant. The submission of design can be in the form of twelve female outfits, or twelve male outfits, or the combination of six female and six male outfits. Each submission must include inspiration boards, sketch book or working journal and illustrations with graphics, sketches, swatches and colour schemes.

The closing date is 14 June 2007. Twenty semi-finalists will be notified by 11 June 2007 followed by interviews and practical assessment by the panel of judges culled from the industry. The judging criteria will be based on rack appeal, workmanship, choice of fabrics and use of accessories, development of design concept, creativity and originality.

This year's AYFDC winner will win \$8,000 cash and an internship programme with Calvin Klein in New York. Likewise first and second runner-ups will win \$4,000 and \$2,000 cash respectively.