



This November, Live Eco will once again present Avant Garde dress, brought to you by Pick n Pay & The Body Shop, in partnership with The Cape Town Fashion Council.

The competition challenges young, student designers to upcycle a look using only used clothing and natural, eco-friendly techniques; thereby instilling an element of eco-consciousness into their design skills.

The Top 10 fashion design students will have the opportunity to showcase their vision at a unique fashion show in November in Cape Town, hosted by Live Eco & The Cape Town Fashion Council.

AVANT GARDE DRESS 2013 JUDGES

Bryan Ramwankilian – CTFC
Nikki Seegers – Live Eco
Stephanie Wolhuterings – Pick n Pay
Media partner
Internship rep
*Guest judge

AVANT GARDE DRESS 2013 PRIZES

The winning student will receive a R10 000 bursary for 2014 to their respective college plus an internship at a local, prestigious design house & a hamper from The Body Shop. The runners up will also receive Body Shop hampers and all 3 winners will all participate in a professional photoshoot.

2013 THEME RESILIENCE



AVANT
GARDE dress

Pick n Pay
Inspired by you

THE BODY SHOP.

CTFC **vida**
cape town fashion council e caffè

LIVE ECO

TRENDING LIGHTLY

AVANT GARDE DRESS 2013:

Avant Garde dress, now in its 3rd year, is a Live Eco sustainable fashion design competition that requires students to create an upcycled look according to a specified brief, using only used clothing and eco-friendly, natural techniques.

For more info go to <http://www.liveeco.co.za/fashion/avant-garde-dress/>

The competition is open to all 2nd year students from the registered, competing fashion design schools and colleges in Cape Town. The top 10 students selected will be eligible to show their designs at a unique fashion show held in November 2013.

AVANT GARDE DRESS THEME 2013: "RESILIENCE"

THE BRIEF:

Students will be required to create **ONE** upcycled look (can be menswear/ womenswear) from **USED** clothing, around the theme "RESILIENCE". (This should not be taken literally, the idea is to interpret the theme in your own way). Only lining may be bought. All dyes need to come from a natural source. All accessories or appliques also need to be upcycled in an eco-friendly manner.

*All materials need to be sourced by the students themselves.

FIRST ROUND:

DESIGN ONE UPCYCLED LOOK FROM **USED** CLOTHING

Each and every submission must contain the following:

- 1 page of illustrations/sketches outlining the look/plan of the look {please include hair & make-up}
- 1 page for the image of the original garment/s
- 1 page for developed concept or mood board
- 1 page detailing written concept (maximum 100 words)
- 1 2013 student ID of the applicant (photocopy)

*Format of each page:

- A4 (**PLEASE COMBINE ALL 5 PAGES INTO SINGLE PDF DIGITAL DOCUMENT**)
- Full name, institution & email to appear on **each page**

ALL SUBMISSIONS MUST BE UPLOADED VIA THE LIVE ECO WEBSITE.

The student with the most creative images of their design process, uploaded to Instagram, Facebook, Twitter & Pinterest with the hashtag #avantgardedress, also stands to win a prize.

DEADLINE TO RECEIVE SUBMISSIONS: 16 AUGUST 2013

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Email: info@liveeco.co.za www.liveeco.co.za

REGISTER NOW

The online registration is open.
Entry is free & open to all
2nd year students from the
registered institutions.

Registration closes
JUNE 30, 2013

www.liveeco.co.za

IMPORTANT DATES

Briefing
JUNE 12-14, 2013

ROUND 1

Submissions
AUGUST 16, 2013

First judging session: Late August

Finalists posted on Live Eco website
AUGUST 31, 2013

ROUND 2

Deadline for garment construction
OCTOBER 11, 2013

Photo shoot: Mid October

Final judging session: Late October

Fashion Show : Mid November

Visit the Live Eco website or follow us on Facebook, Twitter, Pinterest or Instagram to see events videos and photos of the work from previous years and past winners of Avant Garde dress.

Think eco before printing