



"L'AFRIQUE EST À LA MODE !" 2009 "AFRICA IS IN FASHION!"

COMPETITION FOR YOUNG AFRICAN DESIGNERS LIVING IN AFRICA

In partnership with the FIMA – Festival International de la Mode Africaine – Niamey (Niger)

] **Objectives:** The aim of the "L'Afrique est à la mode!" competition is to promote young African designers and help these talented people gain access to the international fashion market. It is organised by Culturesfrance as part of the FIMA (Festival International de la Mode Africaine – International Festival of African Fashion), which will be held in Niamey (Niger) in October 2009.

The 2009 competition is to be themed "*Sustainable Development*". During 2009, Culturesfrance is planning to start up training workshops in Africa run by professional designers in the international market, to better prepare and support candidates. The 2009 competition Prizes will assist the prize-winners throughout in this way.

The theme of the collection chosen for this year's competition is "*Transition*".

] **Candidate profiles:** "L'Afrique est à la mode!" is aimed at young designers, fashion creative spirits living and working on the African continent or the Indian Ocean.

] **Countries concerned:** All the countries in sub-Saharan Africa, the Indian Ocean (excluding the department of La Réunion), and the Maghreb countries (Algeria, Libya, Morocco, Tunisia).

-] **Candidates must:**
- v be between eighteen and thirty-five years of age
 - v be independent designers
 - v have proof of pieces designed under their own name
 - v aim to create sustainable employment which respects human integrity in the country
 - v run a project with a sustainable development strategy in their native country
 - v commit to setting up production in their native country and distribution outside and/or inside their native country

If they are selected for the competition:

- v undertake to take time off from their professional activities during the period of the competition in Niamey, in October 2009
- v undertake to display 10 original pieces

] **Selection methods:**

A committee of fashion professionals will meet in Paris by June 2009 at the latest to select ten candidates who, under the aegis of Culturesfrance, will compete in a fashion show organised as part of FIMA – Festival International de la Mode Africaine, in Niamey in October 2009.

This year FIMA has been given the theme of Transition.

∫ **Nomination of the winners and prizes:**

An international jury, appointed by Sakina M'sa, "L'Afrique est à la mode!" commissioner, and by the director of Culturesfrance, will meet in Niamey to select the three competition winners. This jury will be composed of designers, journalists and fashion professionals, as well as the event's main partners.

Each of the three prize-winners will receive a prize in the form of a creative residence, support with becoming professional and / or help in producing a collection.

This year the competition is themed around *sustainable development* and will put in place long term supervision for each prize-winner. The Prizes are as follows*:

- 1st Prize – Gold: €5000 (incl. tax) to support the establishment of a production workshop (staffing costs, equipment, marketing, raw material purchase, etc.) and the creation of the next collection as well as a minimum 2 month internship in a fashion house.
- 2nd Prize – Silver: €3000 (incl. tax) to support the establishment of a production workshop (staffing costs, equipment, promotion, raw material purchase, etc.) and the creation of the next collection as well as a minimum 2 month internship in a fashion house.
- 3rd Prize – Bronze: training in a Competition partner school.

Depending on budgets allocated and partnerships, Culturesfrance will be in charge of supervising the three prize-winners during 2011, in collaboration with the commissioner, with:

- aid in financing a stand in a professional showroom for the Gold and Silver prizes,
- support in creating a collection resulting from training given to the Bronze prize-winner for a maximum sum of €2000 (incl. tax).

The ten chosen candidates will also be given, within the two months following the event, a book of their latest designs, produced on the spot by professional photographers, together with help in packaging and handling the outfits to be transported.*

** These prizes are subject to change depending on the partnerships currently being developed.*

∫ **Submitting applications – Procedure and deadline:**

To be admissible, **completed application files must without fail be lodged with the French cultural institution (Centre culturel français or Alliance française) in the candidate's country of residence before 15th April 2009.** The cultural institution will stamp the applications and send them on to Culturesfrance before 1st May 2009.

A copy of the administrative file (duly completed registration form) and the artistic file (CV, press articles), including 10 photos (jpeg format or PDF) will also be sent by e-mail to: aw@culturesfrance.com.

Application files that are incomplete, have not been correctly lodged with the Centre culturel français or the Alliance française, or reached Culturesfrance after the deadline, will be considered inadmissible and will therefore not be examined.

∫ **Miscellaneous:**

The results of the selection will be made public only on the Culturesfrance Internet site at the end of July 2007.

Designers who have been pre-selected to take part in the Niamey competition will receive €1000 in financial aid to facilitate the presentation of their work at the end of October at the "L'Afrique est à la mode!" fashion show.



"L'AFRIQUE EST À LA MODE !" "AFRICA IS IN FASHION"

Competition for young African designers

organised by Culturesfrance / Afrique et Caraïbes en créations department,

as part of FIMA – Festival International de la Mode Africaine, in Niamey, Niger – November 2007.



A word from the commissioner

“Next stop, Africa!” was the title of an article published in the *New York Times - Style Magazine*, penned by the fashion mogul Suzy Menkes. She writes that the international fashion market “will create a fashion first: a popular movement that sees the beauty and craft in sub-Saharan Africa.”

Western designers and fashion magazines have long shown inspiration taken from this astonishing continent. We can recall three seasons ago African material being seen across all podiums, from Paris Fashion Week to Design Week. Africa is a muse which amuses and inspires the greats: Yves Saint Laurent, Marc Jacobs, Kenzo, Jean-Paul Gaultier....

Fashion has always been associated with a market which developed firstly in mid-nineteenth century Paris with a new modern and western clothes design concept, then with the arrival of other capitals of the fashion economy: New York, Milan, London... The Japanese were among the first foreign designers to forge a path onto this Parisian and international scene. Other countries followed in their footsteps, such as the now famous Belgian school. If they choose to set up their studio in their country, designers all go on this essential trip via Paris, Milan, New York, London....

The wager of this 2009 competition is to launch the prize-winners into this movement, so that in a few years, African fashion may in turn be present at these fashion weeks (in salons/showrooms with international distribution). The order of the day is the creation of a *sustainable development competition*, in the African region. The prizes awarded on this occasion will bear witness to this stake. This year will encourage creators to feed from the outside, from modernity, but also by drawing from the original richness of the region and African knowhow. Our desire is to support local start-ups which will move onto the international scene during collection periods with a strong economic project.

The “L’Afrique est à la mode!” competition will contribute to supporting the future economy of a continent which is rich in colour and diversity.

2009 will offer the possibility of supporting a designer with an innovative project, but who will give meaning to economic development and to a real local strategy.

As each year many professionals are convened to this event and will bring their attention and their knowhow to support Africa’s professional rise in fashion.

The 2009 season hopes to welcome the return of humanity at the benefit of technology with a theme which brings values and hopes: **Transition!**

Sakina M’sa

Afrique est à la mode Commissioner



"L'AFRIQUE EST À LA MODE !" "AFRICA IS IN FASHION!" Competition for young African designers

In partnership with FIMA 2009 – Festival International de la Mode Africaine – Niamey (Niger)



COMPETITION RULES

COMPETITION ENTRY:

Article 1:

The competition is open to fashion designers between eighteen and thirty-five years of age, living and working on the African continent or the Indian Ocean (excluding the department of La Réunion).

Article 2:

The application file, which can be completed in French, English, Portuguese or Spanish, will comprise a duly completed entry form, a photocopy of the passport or identity card, as well as an **artistic file: curriculum vitae**, good quality photographs printed on paper or burnt onto CDs, videos of fashion shows, sketches or outlines of outfits, descriptions of the materials used and an information note on the content of the collection which will be shown in the competition. No garments will be accepted with this file. The files will not be returned to the candidates. The organisers stress that particular care should be taken in putting this file together.

COMPETITION PROCEDURE:

Article 3:

A pre-selection committee, composed of fashion professionals, will examine all the files received in Paris and choose ten designers who will be invited to compete as part of FIMA 2009 in Niamey, Niger, in November 2007. A back-up list will be prepared, in the event of any chosen candidate dropping out.

The results of the selection will be announced **solely on the Culturesfrance Internet site** (<http://www.culturesfrance.com>) **at the end of June 2009.**

Article 4:

The ten chosen candidates must undertake in writing and by immediate return to participate in person in the competition and the fashion shows to be held in October 2009 in Niamey, Niger.

Article 5:

Candidates will have to think about making their designs logically fit the competition theme put forward by the commissioner Sakina M'sa: "Transition". They will also have to give evidence of their motivation to fit their project into a sustainable development approach and to set up production in their native country.

The chosen candidates should present, in Niamey, **a collection of ten pieces, either ready-to-wear, street wear or haute couture. The chosen candidates must present one haute couture outfit.** The choice of outfits (male/female) is at the designer's discretion. Some of them could be displayed in the exhibition area reserved for the young designers by FIMA.

These outfits will be shown by models whose recruitment – in Niamey – and payment will be covered by the organisers.

The measurements of the models available for the candidates will be as follows:

- Female measurements:

1m76 minimum, bust 85/90 B or in proportion to the rest of the body, waist 60, hips 90, shoe size 38 to 41

- Male measurements:

1m85 minimum, chest 98/102, hips 98/100, shoe size 43 to 46

- Accessories and shoes will be supplied by the candidate

- Hair stylists and make-up artistes will be at the designers' disposal for their models, and these services will be paid for by the organisers.

┌ **FASHION SHOW:**

Article 6:

A fashion show with scenography, lasting for 45 minutes maximum, will present the designs of the ten chosen candidates. The choice of musical accompaniment will be up to the organisers together with the event's artistic management. The candidates must be present on the spot, with their collections, 48 hours before the show, and take part in rehearsals following instructions from the artistic director appointed by the organisers.

This show will be presented before an international jury of professionals which will select the three prize-winners.

The organisers reserve the right to organise one or two evening events in addition to the show, mainly for the public's benefit.

The simple fact of submitting an application involves renouncing all photographic or audiovisual reproduction rights for any recording or publication linked to the competition.

Article 7:

The organisers or their partners undertake to be responsible for transporting the candidate and his/her collection, up to a reasonable weight and volume, from his/her place of residence to Niamey and back. CulturesFrance undertakes to finance the packaging materials for the outfits to be presented at the competition.

Accommodation (chosen in accordance with local possibilities) and meals will also be covered by the organisers.

┌ **THE JURY:**

Article 8:

The competition jury will be composed of key figures from the world of fashion, culture and the economic sector. The list of members and the chairman will be given to the participants at the time of the competition.

Article 9:

The jury will meet in camera and will name the prize-winners within 24 hours, when there will be an award ceremony.

┌ **PRIZES:**

Article 10:

10-1: first three prizes

Following the fashion show, three designers will receive a prize*.

- 1st Prize – Gold: €5000 (incl. tax) to support the establishment of a production workshop (staffing costs, equipment, marketing, raw material purchase, etc.) and the creation of the next collection as well as a minimum 2 month internship in a fashion house.
- 2nd Prize – Silver: €3000 (incl. tax) to support the establishment of a production workshop (staffing costs, equipment, promotion, raw material purchase, etc.) and the creation of the next collection as well as a minimum 2 month internship in a fashion house.
- 3rd Prize – Bronze: training in a Competition partner school.

Depending on budgets allocated and partnerships, Culturesfrance will be in charge of supervising the three prize-winners during 2011, in collaboration with the CONTRACTOR, with:

- aid in financing a stand in a professional showroom for the Gold and Silver prizes,
- support in creating a collection resulting from training given to the Bronze prize-winner for a maximum sum of €2000 (incl. tax).

10-2: prizes for all the chosen candidates

The ten chosen candidates will be given a book of their collection produced by professional photographers, based on the outfits presented in Niamey, and will have help with packaging (purchase of trunks, haulage crates), based on criteria supplied by the prize-winners.

** These prizes are subject to change depending on the partnerships currently being developed*

∫ CANDIDATES' LEGAL OBLIGATIONS AND DISPUTES:

Article 11:

All the candidates agree to the clauses in these rules, and only the original French text is opposable in the event of a dispute.

Article 12:

In the event of a dispute regarding the application of the clauses in these rules, or arising from the candidates' participation in the competition, the Paris courts are acknowledged to have sole jurisdiction.

Paris, 15 January 2009

PRESENTATION OF THE DESIGNER'S WORK

> Designer's overall artistic approach (trends, types of clothes, materials used, inspirations,....)

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> Note on the collection's artistic presentation (10 outfits including one haute couture) which will be shown at the competition

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> Documents attached to the file

- | | |
|--|---------------------------------------|
| <input type="radio"/> Book | <input type="radio"/> Videos |
| <input type="radio"/> CV | <input type="radio"/> CD Rom |
| <input type="radio"/> Sketches / outline | <input type="radio"/> Fabric samples |
| <input type="radio"/> Photographs | <input type="radio"/> Other (specify) |

> Candidate's acceptance of the Competition Rules

I the undersigned (*Name of designer candidate*), declare that I have read the rules and accepted the conditions of entry in the "L'Afrique est à la mode!" competition as set out in the form.

Signed in on (*date*) ... / ... / ...

Signature (*preceded by the words "Read and approved"*)

Entry conditions

1. The "L'Afrique est à la mode!" competition is aimed at fashion creative spirits, African designers living on the African continent (sub-Saharan Africa, the Maghreb and the Indian Ocean, excluding the department of La Réunion), between eighteen and thirty-five years of age and with proof of at least 2 years' professional experience in the field of fashion design.

2. EVERY APPLICATION FOR THE "L'AFRIQUE EST À LA MODE !" COMPETITION MUST INCLUDE:

[A FILE that must contain all the following items:

- **The application form duly completed and signed.** An identity photo should be glued on the first page.
- A curriculum vitae.
- An artistic file (book) containing all visual and graphic documents that could help give an idea of the fashion design work (photographs, CD Rom, videos (VHS format), sketches or outlines, fabric samples or materials used, catalogues or press articles,...).
- Photocopy of the current valid identity card or passport.
- A sworn statement confirming that the candidate artiste is the sole author of the works submitted to the jury.
- **The stamp of the representative of the French cultural institution** (Centre culturel or Alliance française)

(For items saved on a CD Rom, it should be possible to play the CD Rom with one of the following software packages:

- . Word 5.1 for texts
- . *Quicktime player (audio and video file)*
- . *Quicktime picture viewer (for photos)*

ATTENTION

- Applications must without fail be lodged with the French cultural institution (Centre culturel or Alliance française) in the candidate's country of residence, before 15th April 2009. **A copy of the files (application form, CV + 10 photos in jpeg format) will also be sent by e-mail to Aurélie Wacquart: aw@culturesfrance.com.**
- Applications must reach Culturesfrance before 1st May 2009, the deadline for entries.
- Incomplete applications, late arrivals or those without the stamp of the French cultural institution will neither be considered nor returned.
- The artistic files will not be returned to the candidates.

3. DEADLINE FOR LODGING APPLICATIONS WITH A FRENCH CULTURAL INSTITUTION: 15th April 2009

For any further information on the Competition:
CULTURESFRANCE – Département des échanges et de la coopération artistiques
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Web site: www.culturesfrance.com