

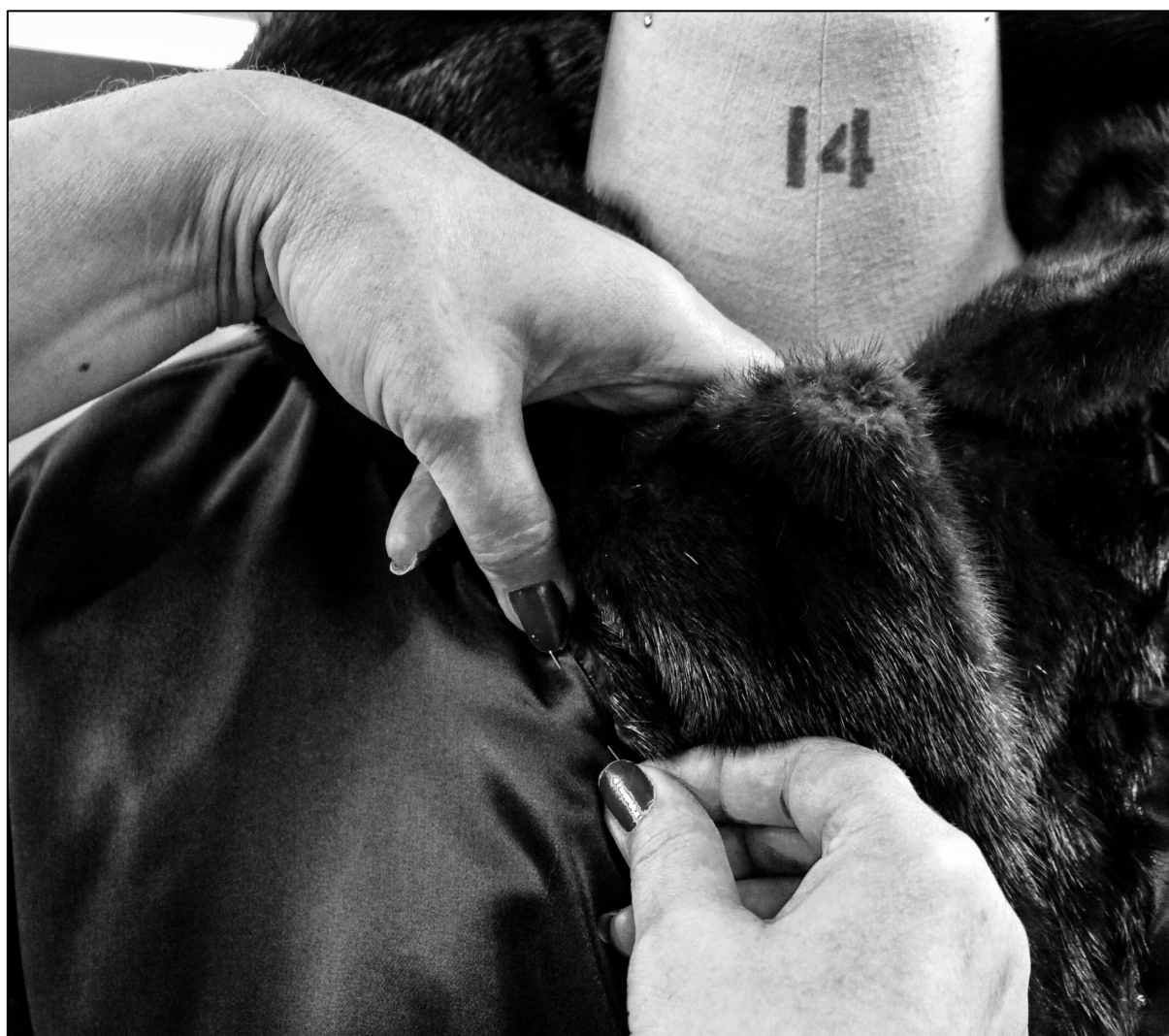
RECLAIM, RECYCLE, REIMAGINE

BRITISH FUR TRADE ASSOCIATION DESIGN COMPETITION 2019/20

SPONSORED BY KOPENHAGEN FUR

Aim: recycling, reusing, and transforming vintage and waste fur into a biodegradable, relevant contemporary collection, this cross-disciplinary competition will show that using vintage natural fur has environmental and societal integrity with the core theme of zero waste and climate change awareness.

We are delighted to announce that Kopenhagen Fur, the largest fur auction in the world, are our sponsors for the Design Competition 2019/2020. Kopenhagen Fur's technical support, design knowledge, and industry expertise helps make the Design Competition 2019/20 possible.



The 16th British Fur Trade Association (BFTA) Design Competition offers the UK's fashion design students and emerging designers the opportunity to explore the use of vintage, recycled fur in a creative and innovative way for a new sustainable, zero-waste aesthetic. The competition, which runs from October 2019 to April 2020, will culminate with the presentation of the winning design at the UK launch of FURMARK, the international mark for fur that will roll out in 2020.

The BFTA is holding its first recycling-themed Design Competition for young fashion, product and interior designers for 2019/2020, working across disciplines in an open way to turn ideas into actions on sustainable fur garments and products.

Using vintage garments alongside other biodegradable products, clothes, accessories, jewellery, and furnishings will be created from discarded materials. With environmentally compatible make and production, this conscious Design Competition steps away from the fashion cycle of fast production and short consumer attention span.

The BFTA recognises that to be environmentally sustainable is the focus of all good design today and celebrates this with its challenge: to create a collection that has longevity, is entirely biodegradable, and is relevant to the issues facing fashion and design today.

Applicants should be current UK BTEC, BA, GDip, or MA (or equivalent) design students from fashion, textiles, interiors, and product college and university courses. The competition is also open to all emerging designers who graduated from said courses within the last three years.





ABOUT US

The British Fur Trade Association is the voice of the UK fur sector.

Representing the most successful and culturally significant fur market in the world, we promote the highest possible standards around animal welfare and environmental sustainability; work to create and maintain an evidence-led political and social environment where consumer choice and responsible business can flourish; and empower practitioners and SMEs working in natural, sustainable textiles.

We represent highly skilled practitioners and businesses that manufacture, design, and trade in fur, as well as those who provide fur services, students working with fur, those who support the use of fur and those consumers that choose to wear fur.

The BFTA - founded in 1919 - is the UK member of the International Fur Federation.

COMPETITION BRIEF

Your entry should meet the following brief:

- Candidates are to design a six-piece collection that can **either** include interior, product, and garment design **or** a collection that specialises in one of these categories.
- It may be that you want to design a jewellery collection, work in experimental textiles, focus on handwork techniques, or create a clothing collection that challenges norms.
- We are looking for young and emerging designers who have a point of view and who can demonstrate the imagination and creativity to work with fur in fresh ways. We are explicitly looking for new ideas that are relevant, responsible, and sustainable – because great design must have environmental integrity.

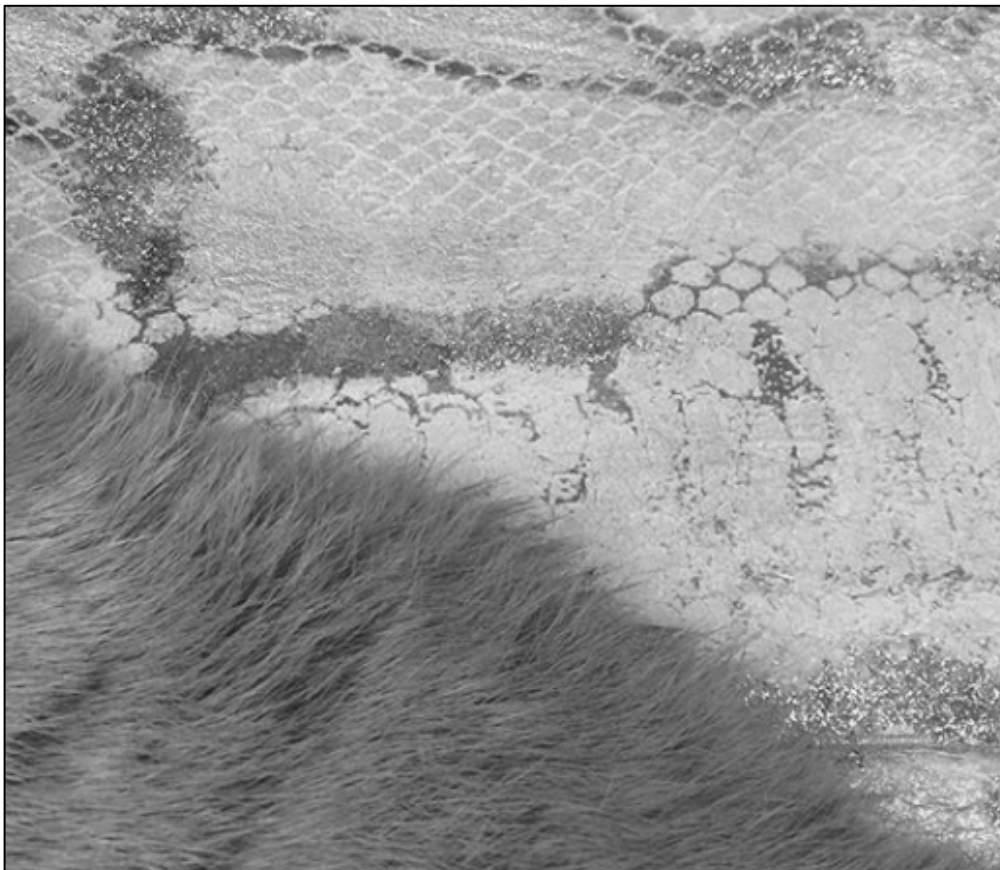
Your entry (due 31st January 2020) should include:

- A presentation of your investigations into the subject and references that inform your inspiration and ideas for your collection
- A portfolio of your works in progress and of drawings/sketches.
- A working plan for promotion and presentation of your collection.
- Documentation of your collection with a short-written statement laying out your ideas/concept and process/s that make your collection compelling, desirable, and relevant.
- All of the above should be sent as a PDF to: info@britishfur.co.uk.

JUDGING CRITERIA

The judges will be looking for:

- Responsibility – use of natural fur, the responsible choice for the future; biodegradable, these should be products that last and can be handed down generation-to-generation.
- Creativity – new ideas that are relevant in a new era of climate concern, manifested in your practice as a designer.
- Sustainability – the essential factor in all good design practice today.
- Ability – handcraft techniques using a variety of materials with fur that demonstrate a high standard of research and development.
- Understanding context – a developed idea of how working in fashion and/or design can be done in a sustainable manner with environmental integrity.
- Awareness – clear awareness of animal welfare and traceable production, clearly labeled for the consumer.



OUTLINE OF THE COMPETITION

Stage 1 (launch)

- **16th October 2019** – competition launched with brief issued.

Stage 2 (deadline)

- **31st January 2020** – deadline for entries to info@britishfur.co.uk (see page 4 for full details).

Stage 3 (London Fashion Week event and selection)

- **February 2020** – thanks to our sponsors, Copenhagen Fur, all applicants will be invited to a networking event to coincide with London Fashion Week.
- **February 2020** – eight applicants are selected by the judging panel.

Stage 4 (workshop)

- **February 2020** – the eight applicants will attend a workshop in London and be introduced to vintage furs and the industry. The workshop will be run by designers and technicians with input on research and development from one of the industry design ateliers. This first workshop will enable the eight applicants to develop, rework, and finalise their sketches.

Stage 5 (submission date, finalists chosen, and toiles and production)

- **10th March 2020** – submission date for final sketches. Four finalists will be selected from the eight applicants. After this, a second workshop will take place in London for the four finalists to realise your ideas and designs. The BFTA will provide vintage fur coats, garments, and materials for finalists to use. All other materials used must be recycled – fabric, materials, leather, yarn, and thread – and must be biodegradable. Finalists can use their own sourced materials; the BFTA may also be able to help on this. You return to university or college and submit your final two designs with sampling. Finalists will be working on toiles and production with the team at Yves Salomon.

Stage 6 (judging and finale)

- **April 2020** – The outcomes will be presented to the judges – who will represent sustainable fashion, design critics, and a writer/stylist – at a fur and sustainability event. Winner, runner-up, and third place awarded from the four finalists.

PRIZES

Thanks to our sponsors, Copenhagen Fur, we are delighted to note that there will be a networking event in February to coincide with London Fashion Week.

First prize

- Thanks to our sponsors, Copenhagen Fur, the winner will take an expenses-paid trip to the auction and to Copenhagen in June 2020. This includes time with industry experts in their design studio.
- The BFTA will cover the cost of the fur and the manufacturing. The winner will keep the garment but must agree to it being used by the BFTA for promotional purposes (see rules and conditions).
- Your collection will be submitted as one of the two UK entries to the International Fur Federation's global fashion competition in the latter half of 2020.
- Thanks to our member, Rebecca Bradley London, the winner will receive a place on the organisation's annual, highly-regarded Fur Summer School in August 2020 (Monday 3rd – Friday 7th). The aim of the course is to give attendees a well-rounded knowledge of the fur trade and skills for using fur that will help them create successful designs in the future.
- Paid work experience with a BFTA furrier.

Second prize

- The BFTA will cover the cost of the fur and the manufacturing. The winner will keep the garment but must agree to it being used by the BFTA for promotional purposes (see rules and conditions).
- Your collection will be submitted as one of the two UK entries to the International Fur Federation's global fashion competition in the latter half of 2020.
- Paid work experience with a BFTA furrier.
- Cash prize of £500.

Third prize

- Paid work experience with a BFTA furrier.
- Cash prize of £250.

RULES AND CONDITIONS FOR ENTRY

- The judges' decision is final.
- Deadline for initial entries is 5pm on 31st January 2020.
- Designs being entered need not have been created specifically for this competition but must meet criteria stated.
- All chosen applicants and finalists must be prepared to attend our workshop(s).
- Prizes are not negotiable.
- First and second prize-winners must be prepared to work actively with the furrier to produce their winning design within the timeframe set by BFTA and the furrier so it can be entered into the International Fur Federation competition when appropriate. The BFTA reserves the right to withdraw this prize at any time should, in their opinion, the winner not fulfill this obligation.
- Winning garments and materials used may be subject to a cost limit.
- Work experience may be subject to timing restrictions.
- No correspondence will be entered into concerning the choice of winners.
- Entrants must grant permission for the BFTA to publicise and use their details and designs on website and social media, &c., subject to UK data protection laws.
- By entering this competition, you will automatically become a BFTA Associate Member. This is free to join and is offered to students and graduates interested in fur. We aim to give updates on all aspects of the national and international fur trade, including trends, fashion reports and celebrity sightings. Also, we inform of opportunities for internship, work experience and training from our UK based trade members where available
- BFTA have the right to change any detail of this competition at any point.
- A valid passport WILL be required for the winner.
- Further details can be found on the BFTA website together with competitions from previous years: www.britishfur.co.uk
- Any and all queries to: info@britishfur.co.uk.