

2025 “Runhua Award” Fashion Design and Skill Contest for Undergraduates along the Belt and Road Countries

I. Background of Activities

In order to promote the cultural exchange along the Belt and Road countries and inherit and display the outstanding traditional Chinese culture, Jiangxi Institute of Fashion Technology (JIFT) is organizing 2025 “Runhua Award” Fashion Design and Skill Contest.

The “Runhua Award Contest” aims to pioneer a new era of modern fashion and apparel design, lead the latest trends in fashion design, and drive fashion education reform and innovation “by promoting teaching and learning through contest” to foster the contemporary designers. At the same time, it intends to promote the specialized, industrialized, high-level oriented and internationalized development of the garment industry by means of implementing avant-garde and cutting-edge design concepts.

II. Organizational Structure

1. Guiding Units: China National Textile and Apparel Council, Jiangxi Textile Industry Association
2. Organizers: China Fashion Association, Jiangxi Institute of Fashion Technology
3. Supporting Units: see the list of participating institutions

III. Contest Theme

1. Theme: “和” (Harmony)

2. Theme Interpretation:

The Chinese character“和”(literally meaning Harmony) embodies peace, coordination, understanding and collaboration. It emphasizes “harmony despite of diversity”, symbolizes “harmonious coexistence of all beings”, and reflects the commitment of related Belt and Road countries to build “a community of shared future for mankind”. The theme invites the undergraduates from Belt and Road countries to share the spirit of harmony and to draw inspiration from its essence. It also encourages the shows with different design philosophies from various civilizations onto a shared runway, where parts and the whole, colours and patterns, beauty and elegance, tradition and modernity are harmoniously displayed.

IV. Eligibility

1. This year's event is open to all the undergraduates majoring in either textiles or fashion-related programs at any higher educational institutions worldwide.
2. Submission Methods: Social on-line media and JIFT official website

V. Entry Guidelines

1. All entries must be original and meet the requirements of the Contest theme.

2. Each collection must consist of 4 to 5 suits of any designs for any category (women/men).
3. There are no limitations on design techniques, craftsmanship, materials or accessories. However, submissions should demonstrate innovative interpretations of "Harmony" as the main theme in their design concepts.
4. The first page of the Design draft should include a coloured design rendering (Technical drawing) accompanied by a clear statement of the design theme.
 - (i) Subsequent pages should include:
Style drawing (front and back) of each design with fabric swatches or digital swatches (5cm × 5cm). The draft's size should be of A3-sized (297mm × 420mm), preferably in horizontal orientation. A storyboard that includes design theme, design concepts, sources of inspiration. Any other relevant supporting materials.
 - (ii) Please bind all pages together and submit them either by postage or through email to the address provided in the guideline.

VI. Submission Guidelines

1. Overseas contestants can submit their entries through email with the design softcopy alongside the registration form and originality commitment letter to: **runhuajiang2024@126.com**.
2. The registration form and originality commitment letter can be downloaded from the official website of Jiangxi Institute of Fashion Technology (JIFT). (<http://runhuaaward.jift.edu.cn/>)

VII. Judging Process

1. Contest Format:
 - (i) The preliminary evaluation of worldwide design submissions will be followed by the judges' final selection of designs.
 - (ii) Final Round (Professional Skill Comprehensive Test and Ready-made Garments Evaluation).

The organizer will contact the finalists, who have finished their final design collection in advance. Additionally, finalists will be required to make a toile during the Professional Skill Test. (detail of the skill test is explained below):

2. Final Evaluation Criteria:

Number	Assessment content	Percentage of points
i	Professional Skill Test	40%
ii	Ready-made Garments Evaluation	60%

Professional Skill Test:

- (i) Test requirements: Based on the test instruction, the contestants should complete the design rendering(technical drawing), the style drawing, sample cutting (half-body draping), dress pattern making and sample garment making .

- (ii) Mannequins, sewing equipment, fabrics and toile materials, scissors and draping pins will be provided by the organizing committee. Other tools should be prepared by the contestants.
- (iii) Test Duration: 2 days (12 hours in total, including meal breaks).
- (iv) The test contents will be designed by industry experts. Notary office personnel will randomly select and open the test contents and announce the design details on-site.

3. Composition of the Judges

The judges are composed of industry experts, corporate specialists, and academic experts in fashion.

4. Marking and Scoring

- (i) To guarantee fairness and uphold the integrity of the contest, the Notary Office, together with the JIFT Discipline Inspection Officer, will supervise and record the whole process. And there will also be a live webcast of the final contest.
- (ii) The notary officers are responsible for verifying the scores of the contests and sealing the final scores on site.
- (iii) The results will be announced on the prize-giving ceremony.

VIII. Awards and Prizes

- (i) 1 Gold Prize: 300,000 RMB/ person
- (ii) 2 Silver Prizes: 100,000 RMB/ person
- (iii) 3 Bronze Prizes: 50,000 RMB/ person
- (iv) 8 Design Star Awards: 10,000 RMB/ person
- (v) Several International Best Designer Awards: 10,000 RMB/person
- (vi) Several Excellence Awards: 5,000 RMB/ person

The China Fashion Association will issue certificates or trophies for the above awards. The cash prize given is pre-tax.

Note: The "International Best Designer Award" will be given to the highest-ranking foreign contestant from each country. If the foreign contestant wins other prizes or awards, he/she can still receive the "International Best Designer Award" and a certificate. However, the cash prize will be no more than his (her) highest-ranking prize/award.

IX. Contest Schedule

1. Submission Deadline: June 30, 2025.
2. Preliminary Evaluation: Mid-July 2025.
3. Final Evaluation: October 25, 2025 (Saturday); according to the ranking results, the top 32 contestants will be selected as finalists.

X. Additional Information for Contestants

1. Each entry is limited to 1-2 participants. All entries must be original, personal designs that have not been published anywhere or publicly circulated. Multiple submissions are not permitted. Any instances of plagiarism or duplicate submissions, in any form or medium, will result in disqualification from the Contest and ineligibility for winning any award.
2. The finalists are required to complete all their collections on their own before the final presentation.
3. Transportation subsidy for finalists (one designer per entry): RMB 3,000 (pre-tax) for finalists from Asia and Australia. Finalists from other regions can be reimbursed for 50% of their round-trip airfare (pre-tax) for a total airfare of up to RMB 15,000. Contestants are required to present their international round-trip itinerary for the final round to receive the subsidy. The domestic contestants will receive transportation subsidy based on their real traffic expenses. The organizer will also cover lodging and meals for the duration of the Contest in Nanchang, China.
4. Finalists are required to attend the full-dress rehearsal, award ceremony and related promotional activities according to the schedule given by the organizing committee.
5. Winners and their works will be published and announced in China Fashion Association's official WeChat account, the official website of Jiangxi Institute of Fashion Technology (JIFT) and the official website of the organizing committee.
6. All works will not be returned. Please keep your own personal copy.
7. The gold, silver, and bronze award-winning works will be collected in the Clothing Museum of the Jiangxi Institute of Fashion Technology. The organizer reserves the right to publicize and display all entries for non-commercial and promotional purposes.
8. The Contest Organizing Committee is not responsible for verifying the ownership of the entries; Thus, participants will be held legally responsible for any breach or violation of intellectual property rights.
9. To ensure a fair evaluation, the works must not include any elements that reveal personal information, such as (contestant's) name, institution, contact information, country, etc.
10. By entering this contest, contestants must agree to accept the judges' final decisions without any objection. The Organizer reserves the exclusive right to interpret the rules and outcomes of the Contest.

XI. Contact Information of the Contest Organizing Committee

Contact: Mr. Fu, Mr. Gao

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Organizing Committee of “Runhua Award” Fashion Design and Skill **Contest** for
Undergraduates Along the Belt and Road Countries
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