

## **“Runhua Award” Fashion Design and Skills Competition for College Students of Countries along the Belt and Road**

### **I. Background of activities**

In order to promote the prosperity of cultural undertakings and industries, inherit and display outstanding traditional Chinese culture as well as expand the international vision of the "Runhua Award" competition, we are now organizing the "Runhua Award" competition.

The "Runhua Award" competition aims to "promote teaching and learning through competition", by reformation and innovation of fashion education, discover and cultivate contemporary new designers by inheriting the essence of "Runhua Award" fashion culture and pioneer a new era of modern fashion and apparel design which lead to new trends in fashion design. At the same time, it will also support the development of local garment industry by enhancing specialization, industrialisation, up-scaling and internationalisation with various categories, from contemporary fast fashion to avant-garde collections.

### **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. Event Theme**

1. Theme: Integration)
2. Theme Interpretation: "Integration" symbolizes the convergence of ancient and modern, bridging East and West. It represents the collision and fusion of cultures, inheritance of the past and cultivating innovation through design. In this diversified world, we pay attention to ideas across borders; We experience the charm of different cultures which creates a colourful concept in fashion culture; We cherish historical heritage, revitalizing ancient classics and traditional arts in the current era. "Integration" means symphonic journey, with beautiful melodies and profound imagery. It allows everyone to appreciate the charm of tradition by enjoying the harmony of fashion that will co-exist in contemporary culture.

### **IV. Eligibility**

1. This year's event is open to contestants from all over the world, but they must enrol in any textiles and apparel programs at any higher educational institutions at home and abroad.
2. Our Publicity Methods: online advertising and new media. Entries must be original designs that possess a strong design line and meet the requirements of the competition theme.

## V. Entry Guidelines

1. Entries must be original designs that possess a strong design line and meet the requirements of the competition theme.
2. Each collection consists of 4 to 5 sets of any design concept (women/ men).
3. There are no limitations to the design techniques, craftsmanship, materials, or accessories. However, submissions must demonstrate innovative interpretations of the theme "Integration" in its design concepts. Designs should break away from single element constraints, by showcasing a collection from multiple perspectives to strive for the perfect integration of creativity and originality.

### 4. Required Entry Materials

- 1) The preliminary competition calls for a set of A3-sized coloured fashion sketches; with technical drawing including fashion drawing, style structure drawings and fabric samples.
- 2) First page should have colored fashion design sketch with a clear design statement regarding the theme.
- 3) The following page must include drawings for each design, detailed theme descriptions (including inspiration sources, design concepts, and target market), fabric samples (5cm×5cm, separately submitted or attached to drawings) and any other relevant materials. The drawings should be in A3 size (297mm×420mm), preferably in landscape orientation. Please bind all pages together, send them via mail or submit them electronically to the email address provided in this guideline.

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## VI. Submission Guidelines

1. Overseas contestants are required to submit electronic versions of their design drafts, registration form, and originality commitment letter by email: [runhuajiang2024@126.com](mailto:runhuajiang2024@126.com).
2. The registration form and originality commitment letter can be downloaded from the official website of Jiangxi Institute of Fashion Technology.

## VII. Judging Process Competition Evaluation

### (i) Competition Format

1. Preliminary evaluation from worldwide design submissions. Final design selection will be done by the judges.
2. Finalist will be contacted by the organizer, and they have to prepare the final design garments.
3. Final Evaluation: Comprehensive Professional Skills Assessment on ready-made garment.

### (ii) Final evaluation criteria

Final contestants will be required to reproduce one of their final designs using toile material (white cloth) to test their professional skills in garment production.

Number	Assessment content	Percentage of points
1	Comprehensive assessment on professional skills	40%
2	Finished garment	60%

Instructions for the Comprehensive Professional Skills Examination:

1. Examination duration: 8 hours (including lunch break provided by the organizing committee)
2. The examination is judged by selected industry experts. Notary office personnel will randomly select and open the instruction materials during the competition and announce the details onsite.
3. Fashion mannequins, sewing equipment, fabrics and toile cloth will be provided by the organising committee. However, participants need to bring their own sewing tools.
4. Assessment content: Based on the final instructions, contestants need to, complete their garment, including style structure drawing (technical drawing) paper patterns from draping and make a complete production of the entire garment using the given materials.

(ii) Selection of the juries

The juries comprise of experts from fashion industry players, lecturers from apparel colleges and universities home and abroad with other related party.

(iii) Marking and scoring

1. To guarantee the fairness and uphold the integrity of the competition, the whole process of the competition will be supervised and recorded by the Notary Office, together with the Discipline Inspection Officer of JIFT. The whole final process will also be broadcast live.
2. The scores of each competition will be calculated and verified by the notary officer during the competition, and the final scores will be sealed instantly by them.
3. The results will be revealed during the prize-giving ceremony for each category.

## 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 individual prizes: 10,000 RMB/person
- v 18 Design Star Awards: 5,000 RMB/person

The above awards are issued with certificates or trophies by China Fashion Association, and the prize money is pre-tax.

## IX. Competition Schedule

1. Call for submission: 27<sup>th</sup> June 2024 – 19<sup>th</sup> August 2024
2. Closing date: 20<sup>th</sup> August 2024

3. Initial evaluation: end of August 2024.
4. Final: Early November 2024; 32 contestants for finals and award ceremony

#### X. Additional Information for Contestants

1. The entries must be a personal original work which was not been publicly published anywhere. No multiple submissions allowed. If plagiarism or repeated submissions found in any documents/ medium, the participant will be disqualified from the event; or winning the award; The award will be cancelled, and the prize money must be returned.
2. The finalists are required to complete all their collection on their own before the final presentation.
3. Transportation subsidy for oversea finalists: overseas finalists will be subsidised RMB 3,000 per person (before tax). Lodging and meal expenses during the competition in Nanchang will be borne by the organizer.
4. List of winners and works will be published and announced on China Fashion Association official WeChat account, official website of Jiangxi Institute of Fashion Technology (JIFT) and official website of the organizing committee.
5. Finalists are required to attend the full rehearsal, award ceremony and related promotional activities according to the schedule given by the competition organizing committee.
6. All artworks will not be returned, therefore please keep your own personal copy.
7. Artworks of the gold, silver and bronze awards will be kept at the Apparel Museum of Jiangxi Institute of Fashion Technology. The organizers have the right to publicize and display all entries for non-commercial or promotional purposes.
8. The organizing committee of the competition is not responsible for verifying the ownership of the entries; Participants will be held legally responsible for any breach or violation of intellectual property rights.
9. To ensure a fair judgement, the design must not display any elements that can show personal

information, such as name, institution, contact information, etc.

10. By participating, contestants agree to accept the final decision of the judges without protest.  
The Organizer has the final right of interpretation of this competition.

XI. Contact information of the Organizing Committee

Contact: Mr. Fu, Mr. Gao

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Address: No. 108, Xiangtang Economic Development Zone, Nanchang County, Nanchang, Jiangxi  
Province, China

E-mail: [runhuajiang2024@126.com](mailto:runhuajiang2024@126.com)

Web site: <http://runhuaaward.jift.edu.cn/>

Organizing Committee of  
“Runhua Award” Fashion Design and Skills Competition for College Students along the Belt and  
Road  
May 20