

【2022 Kaohsiung Fashion Award】 Design Competition Brochure

A. Objective

The Youth Bureau of Kaohsiung has launched the 【2022 Kaohsiung Fashion Award – KFA】 series of activities to encourage young people’s involvement in the fashion design and creative industry. Development of the innovative industry is coupled with the creativity of fashion design to realize young people’s dream of a design venture and to develop Kaohsiung’s fashion design industry. The event offers a runway for the youth’s creativity and is presented in the form of a fashion show competition that combines interdisciplinary elements such as popular fashion and narrative performance. Shopping areas and related industries in Kaohsiung are connected to bring about the mutually value-adding effect of design and innovation through young people’s creativity in an interdisciplinary model, where fashion, music, and local life experience are consolidated to develop and invigorate Kaohsiung’s fashion design industry. Young students are also helped to get connected with the market and develop their advantage for employment, thereby promoting talent matchmaking and achieving the goals of cultivating the talent and marketing the industry.

B. Organizing Units

Supervisor: Kaohsiung City Government

Organizer: Youth Bureau, Kaohsiung City Government

Executor: Formosa Television Co., Ltd.

Collaborator: Catwalk Production House Corp.

C. Theme of Design

Self-determined theme

D. Eligibility:

1. Any interested young people aged 30 or below (born after November 5, 1992), of any nationality, are eligible to enroll in the competition. Young people are expected to bring continuous benefits for the fashion industry and inject new energy for Kaohsiung.
2. Contestants may enroll as an individual and a group, but a group should contain no more than 4 members (inclusive) and each member should individually fulfill the above criterion.

*Staff of the competition executor and those serving in the judging panel are not allowed to enroll.

E. Important Dates

- Closing date for application and entries-----June 13 (Mon) to August 5 (Fri), 2022, 17:00
- Result announcement of preliminary review------(Provisional) August 17 (Wed), 2022
- Closing date for final entries-----October 12 (Wed), 2022, 17:00
- Fitting of final entries (Kaohsiung)----October 15 (Sat), 2022 – Finalists may choose one from the two fitting locations
- Fitting of final entries (Taipei)----October 16 (Sun), 2022 – Finalists may choose one from the two fitting locations
- Final contest and award ceremony------(Provisional) November 5 (Sat), 2022

* **The above dates are to be confirmed by the organizer in a final announcement.**

F. Details of Competition Procedures

1. Application methods:

(1) Application by e-mail: Send application material to f3150080@gmail.com before the deadline (Subject: 2022 KFA – Name of Contestant(s)), and a notice of successful application will be sent back via e-mail by the executor.

* The executor reserves the rights to refuse late applications.

2. Call for entries:

- (1) Each individual/group contestant may submit new entries of a different theme at any time before the closing date for entries.
- (2) Design drawings, portfolio, Application Form (Appendix 1), Letter of Undertaking (Appendix 2), Works Description (Appendix 3), or Personal Information Protection Statement (Appendix 4) not submitted according to the prescribed timeline will be rejected by the executor.
- (3) Result announcement: 10 units will be selected to enter the final competition provisionally on August 17 (Wed), 2022, and a few more to be put on the waiting list. The result will be posted on the **Facebook pages of Youth Bureau, Kaohsiung City Government and Kaohsiung Fashion Award**. The executor will also inform the finalists by e-mail.

3. Final contest:

(1) Submission of final entries:

Five sets of designs for the final contest should be submitted before October 12, 2022 (Wed), 17:00. 【Final entries submitted should include: Intellectual Property Rights Statement (Appendix 5), Receipt of Service Remuneration (Appendix 7), Personal Account Information Sheet (Appendix 8), Business Plan (Appendix 9) and 1:1 fashion pieces that work with the plan.】 Late mail/delivery (validated by postmark) will not be accepted by the executor; the contestant will be disqualified for the final contest and no reimbursement of any material costs will be given.

*** The five sets of designs should have the same theme.**

4. Final contest and award ceremony:

The final show is provisionally scheduled on November 5, 2022 (Saturday), with time and location to be announced on the **Facebook pages of the Youth Bureau, Kaohsiung City Government and Kaohsiung Fashion Award**. The executor will inform the finalists via e-mail to join the show as well as the grand award ceremony. On the day of the final contest, finalists' works will be presented by professional models in a catwalk show, and **each unit of contestant(s) will give a description of his/her/their works and answer the judges' questions**. The judges will then rate the designs based on overall performance.

Facebook:<https://reurl.cc/n1KzNn>

5. International contestants

According to the current national epidemic prevention measures, for the international contestants who reach the final, if you have any difficulty entering Taiwan, please submit application material to Formosa Television Co., Ltd. We will further assist in preparing model and the procedures.

G. Competition Schedule (All times listed below are Taiwan time, where the executor is located.)

Event	Time	Description
Application by e-mail	From June 13, 2022 (Mon) To August 5, 2022 (Fri), 17:00	Send application material to f3150080@gmail.com before the deadline (Subject: 2022 KFA – Name of Contestant(s)), and a notice of successful application will be sent back via e-mail by the executor.

Closing date for application and entries	August 5, 2022 (Fri), 17:00	The executor may refuse to accept applications not successfully submitted according to the timeline.
Result announcement of preliminary review	August 17, 2022 (Wed) (provisional)	Result will be posted on the Facebook pages of the Youth Bureau, Kaohsiung City Government and Kaohsiung Fashion Award , and the executor will inform the finalists via e-mail.
Closing date for final entries	October 12, 2022 (Wed), 17:00	Late mail/delivery (validated by postmark)/submission in person will not be accepted by the executor; the contestant(s) will be disqualified for the final contest, and no reimbursement of any material costs will be given.
Model fitting	October 15, 2022 (Sat) October 16, 2022 (Sun)	Models are available to do the fitting in two locations – Kaohsiung and Taipei.
Final contest and award ceremony	November 5, 2022 (Sat) (provisional)	Change in the time and location of the show, if any, will be announced on the Facebook pages of the Youth Bureau, Kaohsiung City Government and Kaohsiung Fashion Award , and the executor will inform the finalists via e-mail to join the final contest.

H. Submission of Designs and Documents

1. Submission of application: Before August 5, 2022 (Fri), 17:00, via e-mail to f3150080@gmail.com or by registered mail or in person to Formosa Television Co., Ltd. (24F, No. 366, Bo-ai 1st Road, Sanmin District, Kaohsiung City 807, Taiwan), to be validated by postmark (a confirmation note will be given for delivery in person).

Format

(1) Application Form (Appendix 1), Letter of Undertaking (Appendix 2), and Personal Information Protection Statement (Appendix 4)

(2) Works Description (Appendix 3):

Please elaborate the idea of design, including the source of inspiration and designation of the design, conception of the creative design and description of the characteristics, within 150 Chinese characters, and make a 60-second video to introduce the design.

- Please submit the video in MOV, MP4, or MXF format, with HD resolution of 1920x1080 pixels or above.
- Restriction about the video: No name of the contestant(s) or any other sign(s) that may affect impartiality, except the contest registration number, shall be marked on the design. In case of violation, the organizer may decide at its sole discretion whether to disqualify the contestant(s) or not.

(3) Design: A4 colored design drawings (Appendix 3):

(i) Two fashion design drawings: Two sets of garments

- Please produce design drawings for a series of men's or women's wears (with front and back views for each set).

(ii) Format of fashion design drawings

- About 2500 (W) × 3500 (H) pixels
- Size of image file: 1M-5M, jpg file
- Restriction about the image file: No name of the contestant(s) or any other sign(s) that may affect impartiality, except the contest registration number, shall be marked on the design. In case of violation, the organizer may decide at its sole discretion whether to disqualify the contestant(s) or not.

(4) Portfolio: Photos of 4 sets of the contestant's recent finished fashion pieces

2. Submission of final entries: Close on October 12, 2022 (Wed), 17:00

(1) Submission of final entries: (5 sets)

- Five sets of design for the final contest shall be submitted before October 12, 2022 (Wed), 17:00 **【Final Entry 1: 1 garment, Business Plan (Appendix 9)】**
- The five sets of design should have the same theme.
- Contestants should work towards the principles of delicacy, integrity, and consistency with the originality of design in the preliminary review, and take practical usage into consideration. It is the contestants' own responsibility if their rating is affected by the presentation of the design model.

★ Design of the garments *Reference measurements (Unit: inches; all figures below are nude body measurements, which may be slightly adjusted depending on actual needs.)

◎ Women—Height about 168~178 cm

Item	Bust	Back length	Shoulder	Neck	Arm length	Waist	Hips	Pants length
Measure	32-34	16-18	16-17.5	13.5-14	23.5-24	25-27	36-37	44-46

◎ Men—Height about 178~188 cm

Item	Chest	Back length	Shoulder	Neck	Arm length	Waist	Hips	Pants length
Measure	36-40	20-22	18-19	16-16.5	25-28	32-34	38-40	46-48

- (1) Contestants selected to enter the final contest should submit the entries, together with the Intellectual Property Rights Statement (Appendix 5), Receipt of Service Remuneration (Appendix 7), and Personal Account Information Sheet (Appendix 8) to Formosa Television Co., Ltd. (24F, No. 366, Bo-ai 1st Road, Sanmin District, Kaohsiung City 807, Taiwan) by registered mail or in person.
- (2) Upon successful submission of the entries, contestants may apply for reimbursement of the material costs in the amount of **NT\$25,000 (tax included) for all five sets of garments**. Contestants who fail to submit their entries according to the regulations specified are deemed to have quitted the final contest, and are not eligible to apply for reimbursement of material costs; the executor will inform the contestant of disqualification. Reimbursements of material costs for the finalists are subject to individual income tax. The executor possesses the rights to review, audit, and dispense the reimbursements, and contestants are advised to indicate full details of the costs.

4. Notes on submitting entries for preliminary review and final contest

- When submitting the finished works, contestants are advised to use a hanger and zippered garment cover for each set to protect the garments.
 - On the top right-hand corner of each garment cover, please tightly attach the designation of the design, full-length photos of the front and back of the garments, special wearing instructions, and details of the contents. Besides, the designation of the design should also be marked on non-surface part of all garments and accessories. Failure to mark the works properly, leading to loss of items and inability to present the works completely, is the sole responsibility of the contestant(s) beyond any dispute.
- ① For acceptance of an entry, please attach the “Final Entry Submission Label” (Appendix 6) on the external package.
 - ② Contestants are advised to pack their works properly. Any damage caused by transportation is the contestants’ own responsibility.
 - ③ Finished works should be sent by post or in person to Formosa Television Co., Ltd. (24F, No. 366, Bo-ai 1st Road, Sanmin District, Kaohsiung City 807, Taiwan). Works should be properly packed and shipped. In case of damage in transit, the contestant shall be solely responsible.
- **Upon successful delivery of the finished works, submission of the final entries for “2022 Kaohsiung Fashion Award” is completed.**

I. Judging Criteria and Awards

1. Judging criteria for preliminary review:

Judging criteria for preliminary review
(1) Theme 20% (Conception of the overall theme and design idea)
(2) Innovation 30% (Original creative concepts, including presentation of trendy images)
(3) Design 30% (Aesthetics, general match of garments/accessories)
(4) Marketability 20% (Market potential)

2. Judging criteria for final contest:

Award	No. of awardee(s)	Cash prize (tax included)	Trophy/ Certificate	Awarding criteria
Golden Award	1	NT\$300,000	1 Trophy	(1) Theme 20% Conception of design idea that fits the theme
Design Award	1	NT\$200,000	1 Trophy	(2) Innovation 25% Original creative concepts, including presentation of trendy images
Innovation Award	1	NT\$200,000	1 Trophy	(3) Design 25% Aesthetics, general match of garments/accessories
Starter Award	7	NT\$30,000	1 Certificate each	(4) Marketability 20% Market potential (5) Overall performance 10% Overall visual effect of presentation, including makeup, hairstyle, modeling
Popularity Award	1	NT\$40,000	1 Certificate	Design that receives the highest votes in the on-site poll.
Best Commercial Value Award	1	NT\$50,000	1 Certificate	To be selected according to the “ Business Plan and a fashion piece that works with the plan ”. Judging criteria: feasibility for commercialization 50%, aesthetics and creativity 30%, theme 20%.

* Popularity Award and Best Commercial Value Award may be given concurrently to winners of other awards.

※Awardees may also gain the following opportunities in the fashion industry on top of the above cash prizes and trophies/certificates.

1. Cooperation with famous models, showbiz artists, and celebrities, who may attend or join the fashion or image-making photo shoot.

2. Invitation to fashion-related programs or events.

3. Business opportunities for business plan and sale of the winning design.

Remarks:

1. 20% income tax will be deducted from any award and reimbursements of material costs.
2. Selected designs that have entered the final contest will be included in the result presentation show, and the awardees will be given a mentor program by famous fashion designers.
3. Cash prizes of the Golden Award, Design Award, and Innovation Award will be given in two installments. The second installment (standardized at NT\$100,000) will be given on condition that the awarded design must be enrolled in an international competition and the application process has been completed.

J. Notes

1. About contestants

- (1) Please apply and submit relevant material via e-mail (f3150080@gmail.com) or by registered mail or in person. Please keep the reply or mailing receipt properly. Failure to apply successfully according to the specified timeline may result in rejection by the executor.
- (2) No name of the contestant(s) or any other sign, except the contest registration number, shall be marked on the design. In case of violation, the organizer may decide at its sole discretion whether to disqualify the contestant(s) or not.
- (3) Entries for the competition may be sent by post or by express at the contestant's own cost. Submission of entries must be delivered before the specified deadline. Late submission will result in disqualification. Please pack the works properly. Any damage or loss caused by transportation will be the contestant's own responsibility beyond any dispute.
- (4) For the duration of the competition, transportation expenses incurred by the contestants and models of their own choice for attending the fitting, mentor program, final contest, and related activities shall be borne by the contestants.
- (5) Entries for the competition shall be originally created designs that have never been

awarded in any other open design competition before the deadline for entries (except in the school's graduation show), and are not existing merchandise available in the market.

- (6) Contestants shall provide detailed documents and drawings of their creative works, to be used for reports and exhibitions in the future.

2. Rights and obligations of awardees

- (1) Within one year from the public announcement of awards, the awardees and their works shall be available for participation in the relevant exhibitions and shows.
- (2) Cash prizes of the Golden Award, Design Award, and Innovation Award will be given in two installments. The second installment (standardized at NT\$100,000) will be given on condition that the awarded design must be enrolled in an international competition and the application process has been completed.
- (3) The Youth Bureau, Kaohsiung City Government is entitled to use all awarded designs in the competition as well as the images, descriptive text, models, etc. generated there from for open exhibition, publicity, and publication, etc.
- (4) Awardees agree that the organizer has the preferential rights to discuss with them commercialization of the designs within 6 months from the announcement of the competition results.
- (5) Awardees are obliged to provide images, descriptive text, and related information of their designs to the manufacturer, or agree that the manufacturer may amend their designs to facilitate commercialization.
- (6) Pursuant to the tax law, a 20% income tax will be deducted from the awardees' prizes in cash or in kind and reimbursements of material costs.
- (7) Designs for the final contest will be kept for exhibitions and shows after the day of final contest, which will be returned to the contestants by post expectedly by November 30 at the end of all relevant activities.
- (8) In case of damage to the final entries during the competition or safekeeping processes due to problems of the works themselves, the contestant(s) shall be solely responsible.

3. Disqualification

- (1) If the awarded works are reported or revealed to be someone else's design or not an

original design, with specific proof, the executor may rescind the award and call back the prize and certificate awarded.

(2) If an awardee is reported to be involved in copying or violation of copyright-related law, with an affirmative ruling of the court, the executor may rescind the award and call back the prize and certificate awarded.

(3) Other provisions specified in this brochure.

4. The organizer reserves the rights to change the event dates. In addition, for matters not covered in this brochure, the executor may make amendments from time to time and announce the changes in the Facebook pages of the Youth Bureau, Kaohsiung City Government and the Kaohsiung Fashion Award.

K. Contact

Formosa Television Co., Ltd.

Attention: 2022 KFA Team

Address: 24F, No. 366, Bo-ai 1st Road, Sanmin District, Kaohsiung City
807, Taiwan

Contact number: 07-3151111#7127 Ms Hsu

E-mail: f3150080@gmail.com

2022 Kaohsiung Fashion Award – KFA 【Application Form】

Design Theme Title		<input type="checkbox"/> Individual <input type="checkbox"/> Group	
Basic Information – Contestant 1			
Name		Passport.No.	
Date of Birth	(YYYY/MM/DD)	Sex	<input type="checkbox"/> M <input type="checkbox"/> F <input type="checkbox"/> Other
E- mail		Country	
Permanent Address	(Please indicate postal code)		
Correspondence Address	(Please indicate postal code)		
Academic/ Professional Background	Current school or graduating school (please include department/institute): Name of company:		
Basic Information – Contestant 2 (Not required for individual contestant)			
Name		Passport No.	
Date of Birth	(YYYY/MM/DD)	Sex	<input type="checkbox"/> M <input type="checkbox"/> F <input type="checkbox"/> Other
E- mail		Country	
Permanent Address			
Correspondence Address			
Academic/ Professional Background	Current school or graduating school (please include department/institute): Name of company:		

Basic Information – Contestant 3 (Not required for individual contestant)			
Name		Passport No.	
Date of Birth	(YYYY/MM/DD)	Sex	<input type="checkbox"/> M <input type="checkbox"/> F <input type="checkbox"/> Other
E- mail		Country	
Permanent Address			
Correspondence Address			
Academic/ Professional Background	Current school or graduating school (please include department/institute): Name of company:		
Basic Information – Contestant 4 (Not required for individual contestant)			
Name		Passport No.	
Date of Birth	(YYYY/MM/DD)	Sex	<input type="checkbox"/> M <input type="checkbox"/> F <input type="checkbox"/> Other
E- mail		Country	
Permanent Address			
Correspondence Address			
Academic/ Professional Background	Current school or graduating school (please include department/institute): Name of company:		

2022 Kaohsiung Fashion Award – KFA 【Letter of Undertaking】

I hereby enroll in the 2022 Kaohsiung Fashion Award. I will observe all regulations of the competition and undertake to:

1. affirm that my designs are original and self-created, not copied, stolen, taken from others, and there is no infringement of others' rights and copyrights.
2. refrain from raising objection if I am disqualified due to non-compliance with the competition timeline and provisions set down in the brochure.
3. absolutely abide by all provisions set down in the competition brochure and all decisions of the organizer and the judges.
4. fulfill my obligations as an awardee after receiving an award to facilitate publicity of the event.

To: Youth Bureau, Kaohsiung City Government

The undersigned:

Contestant 1: (Signature)

Contestant 2: (Signature)

Contestant 3: (Signature)

Contestant 4: (Signature)

Date: 2022/ /

2022 Kaohsiung Fashion Award – KFA 【Works Description】

1.Designation of Theme:

2.Source of Inspiration (within 50 words):

3.Design Idea (within 100 words):

4.Detailed description of materials:

5. Contents of the garment sets: (Design 2 sets – each with design drawings for the front and back. Design drawings should be in A4 size, colored.)

Description of the first set

6.Description of the second set

7.Remark or special wearing instructions (please give details):

2022 Kaohsiung Fashion Award – KFA

Appendix 4

【Personal Information Protection Statement】

1. Pursuant to Article 8 of the Personal Data Protection Act, your personal information must be obtained for the organization of the 2022 Kaohsiung Fashion Award event and hence the publicity thereof, and an advance notice is hereby given. Under the provisions of the Personal Data Protection Act and the related law and regulations, your personal information will be collected, processed, and used for the duration of this event, and your personal information may be used worldwide.

2. The personal information you provided, including name, e-mail address, passport number, and other information that may directly or indirectly identify you, will be transferred to the event’s database and properly maintained after this form is processed.

3. In accordance with Article 3 of the Personal Data Protection Act, you may exercise the following rights over your personal information:

1. Inquire or request to read it
2. Request a duplicate copy of it
3. Request to supplement or correct it
4. Request to terminate collection, processing, or usage of it
5. Request to delete it

4. It is your choice to decide whether to provide your personal information or not, but if you disagree to provide your personal information, the company will not be able to accept your application for enrollment in the 2022 Kaohsiung Fashion Award and provide the related services.

I have read and understood the content of this Statement, and agree that 2022 Kaohsiung Fashion Award may collect, process, and use my personal information.

Signature of contestant(s): (For group contestants, each member has to sign personally.)

Contestant 1:

Contestant 2:

Contestant 3:

Contestant 4:

2022/ /

2022 Kaohsiung Fashion Award – KFA
【Intellectual Property Rights Statement and Authorization】

I, _____ (Name), have enrolled in the 2022 Kaohsiung Fashion Award with my design designated as “_____”, which is selected for the final contest after the judges’ review.

1. I guarantee that the design is my original creation and that I have the rights to give authorization of every rights specified herein. In addition, I guarantee the design does not infringe the intellectual property rights or any legal rights of a third party. In the events of copying, false statement, or intellectual property right disputes, I undertake all responsibilities, and agree to have my award rescinded, and certificate and prize withdrawn.

2. If the design is a joint work of two persons or above, all co-designers shall sign this Statement. If it is signed by one representative designer, the signing designer guarantees that he/she has informed the other co-designers and obtained their consent to the clauses in this Statement, and that all co-designers have agreed to authorize him/her to sign this Statement on their behalf.

3. I agree to authorize “2022 Kaohsiung Fashion Award” to use the design and its description and images for the following purposes without limitation to time and space:

- i. Print or digital publication.
- ii. Public display, replication, open transmission via the Internet, printing, browsing, etc.
- iii. Inclusion of the design’s images in the database for providing services to facilitate marketing and publicity.
- iv. Change or modification of format for the need of your database and system.

4. I agree that the sponsors have the preferential rights to discuss with me commercialization of the design within 6 months from the announcement of the competition results.

5. I agree that I am obliged to provide images, descriptive text, and related information of the design to the manufacturer, or agree that the manufacturer may amend the design to facilitate commercialization.

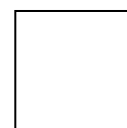
To: Youth Bureau, Kaohsiung City Government

Signed by: _____ (Signature & Seal)

(Designer representative)

Passport. No.:

Date: 2022/ / 20



2022 Kaohsiung Fashion Award – KFA

【Final Entry Submission Label】

Ref. No.: _____(to be filled in by the organizer)

Name	
Theme	
Materials	
Weight	Unit: Kg
Notes	<input type="checkbox"/> Do Not Apply Pressure <input type="checkbox"/> Other The works should be properly packaged for transport. The sender is solely responsible in case of damage in transit.
Date of delivery	2022/ /

*Please attach this form onto the external package when submitting the entries.

Formosa Television Co., Ltd.

Receipt of Service Remuneration**Date:**

Name:	Passport. No.:	Contact No.:
Permanent address (including Village and Neighborhood):		
Payment for:		
Service income: NT\$		
Income tax (20%): NT\$		
Net amount received: New Taiwan Dollars		Only
Declaration of Income from Professional Practice – Other (9A-90) at the year-end		Signature of payee:
<p>*. Please sign after confirming the amount is correct.</p> <p>*.Individuals not residing in the Republic Of China(foreigners, Overseas Chinese and Chinese) have not lived in R.O.C for more than 183 days in the same tax year:20% tax deduction regardless of amount</p>		
Attach photocopy of I.D. Card here.		
Front	Back	

Personal Account Information Sheet

Contestant _____ agrees that Formosa Television Co., Ltd. may remit the finalist reimbursements into the following bank/postal account. Please write legibly to avoid affecting your personal interest.

Bank/Postal Account Information:

- 1. Name of Bank/Post Office:

- 2. Account Name:

- 3. Account Number:

Photocopy of passbook (front and back)

2022 Kaohsiung Fashion Award – KFA**【 Business Plan 】**

Brand		Designer	
Series theme		Expected selling prices (for each item)	
Design description			
Target customers			
Sale channel plan			
Analysis of business costs			
Future plan for the brand			

Sender's address:

Sender's name:

Sender's telephone number:

Mode of delivery: By post In person

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Formosa Television Co., Ltd.

24F, No. 366, Bo-ai 1st Road, Sanmin District,

Kaohsiung City 807, Taiwan

07-3151111#7126

Attn: 2022 KFA Team

Deadline: August 5, 2022, 17:00