

The Munich Fashion Award addresses emerging fashion and accessories designers in Europe who have already successfully established themselves with their sustainable collections and products and have gained positive market experience.

Over the course of two days, the five shortlisted candidates in the two award categories *Contemporary Sustainable Fashion* and *Accessories* will present their innovative ideas to the jury members in Munich after which the jury convenes to award the final winners during the award ceremony. For this purpose, prize money and in-kind prizes will be awarded for particularly designers who are both creative and sustainable by the City of Munich (de minimis grants).

CATEGORIES AND PRIZE MONEY

- CONTEMPORARY SUSTAINABLE FASHION (25,000 € / 10,000 € / 5,000 €)
- ACCESSORIES: Small leather and textile goods incl. bags; shoes; eyewear (€ 10,000 / € 5,000 / € 3,000)

TIMEFRAME

20. December 2024: Announcement of the call and opening for the application process

23. February 2025: Application deadline with the following jury voting

Until approx. 31. March 2025: Announcement of the shortlisted designers

Details and entry conditions:

The City of Munich provides prize money and a mentoring programme to support emerging designers all over Europe. The prize money will be awarded to designers who balance creativity with sustainability.

The 5 most convincing designers in each of the two award categories, *Contemporary Sustainable Fashion* and *Accessories*, get nominated by a jury and have the opportunity to present their innovative ideas to the jury members in Munich. Following this, the jury will convene to select the final winners, who will be announced during the award ceremony.

The 3 winners of the ***Contemporary Sustainable Fashion*** category will receive the following prize money:

1st place: 25.000 EUR

2nd place: 10.000 EUR

3rd place: 5.000 EUR

The 3 winners of the ***Accessories*** category will receive the following prize money:

1st place: 10.000 EUR

2nd place: 5.000 EUR

3rd place: 3.000 EUR

Participation requirements:

The participant must

- Be a fashion label
- Employ less than 30 people ⁽¹⁾
- Founded at least 2 years and max. 10 years ago
- Be able to provide approx. 15 Looks (Contemporary Sustainable Fashion) or at least 5 Pieces (Accessories)
- Be registered in one of the following countries: Albania, Andorra, Armenia, Austria, Azerbaijan, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Georgia, Germany, Greece, Hungary, Iceland, Ireland, Italy, Kosovo, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Moldova, Monaco, Montenegro, Netherlands, North Macedonia, Norway, Poland, Portugal, Romania, San Marino, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, United Kingdom

Selection Criteria:

The jury will assess your application in three categories.

1. DESIGN AESTHETIC

Max. 60 points – Creative and aesthetic qualities of your designs.

2. ECOLOGICAL & SOCIAL SUSTAINABILITY

Max. 60 points – 10 points in each of the following dimensions:

- Material sourcing
- Manufacturing process
- Longevity & Durability
- End-of-life Considerations
- Inventive & innovative materials and textiles
- Social responsibility
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3. MARKET POTENTIAL

Max. 20 points – 10 points in each of the following dimensions:

- brand management
- market potential

General conditions

All rights to the competition entry remain with the submitting party. The submission of competition entries for both award categories, *Contemporary Sustainable Fashion* and *Accessories*, is permitted.

Please note that you can only submit one entry per category. In the case of multiple submissions, the first application submitted will automatically be evaluated - if another application is to be evaluated, an information e-mail must be sent to mfa.contest@muenchen.de before the submission deadline.

The submitting party is liable to the organizer of the award for the fact that the competition entry / submission does not violate any rights of third parties.

If necessary, the submitting party will indemnify the organizer of the award from all claims and possible expenses that may be asserted by third parties due to an infringement of rights.

By submitting the entry documents, the submitting party agrees that the submitted work (photographic material, marketing texts, etc.) may be used by the organizers of the award and its service provider in context of the application, documentation, marketing and reporting of the competition. The submitting party grants all necessary rights of use for this purpose. The right of use of the organizers is not exclusive, but unlimited in its duration and its scope of locality and refers to all known and unknown types of exploitation.

The organizers of the award are entitled to pass on the submitter's personal data obtained in the course of the competition, such as names or photos, to third parties (e.g. to the media). If disclosure is not wished, the submitting party will inform the organizers of the awards at the time of submission to which data of non-disclosure refers to.

In case of shortlisting, the submitting party in the category *Contemporary Sustainable Fashion* agrees to provide a minimum of 15 looks (with a maximum of 20) for a show and exhibition. The submitting party in the category *Accessories* agrees to provide at least 5 pieces for exhibition in case of shortlisting. Therefore the party is willing to travel to Munich and set up on 14.05.2025. The exhibition will be open for jury inspection and the award show on 15.05.2025. On 16.05.2025, the exhibition will be available to the public. Additionally, the submitting party confirms their attendance at the award show, should they be shortlisted, which will take place on 15.05.2025.

In case of winning, the submitting party declares their willingness to participate in master classes and mentoring sessions of the partners.

The submitting party must ensure that the payment of the prize money does not exceed the De-minimis grant limit of 300,000€ within three years. Prize money is also covered by this subsidy.

There is no legal entitlement to the award of a prize or prize money.

(1) Employees are defined as permanent full-time and/or part-time employees and working students. Freelancers, interns, and mini-jobbers are not included. If the definition is unclear, please contact mfa.contest@muenchen.de