



PROJECT OBJECTIVE

This project aims to cultivate fashion designers in Tokyo that will be active on the world stage. The project will intensively provide business support to 1 fashion designer that is already known internationally and has potential to grow.

PROJECT OVERVIEW

This prize is more advanced than the TOKYO FASHION AWARD and selects 1 designer who has potential to be globally famous. We will support fashion show events in Paris to improve the winner's worldwide reputation.

Prize Name: FASHION PRIZE OF TOKYO 2022

Support Details:

1. January Men's or February Women's 2022: Collection presentation and showroom during Paris Fashion Week.
2. March 2022: An event at official venue by the award winner will be held during the Rakuten Fashion Week TOKYO.
- * Details of the event will be discussed.
3. June Men's or September Women's 2022: Collection presentation and showroom during Paris Fashion Week. (Tentative)

Co-Host: Tokyo Metropolitan Government, Japan Fashion Week Organization
(JFWO)

Sponsor: Japan Airlines Co., Ltd.

Official Media Partner: SENKEN SHIMBUN CO., LTD.

ENTRY QUALIFICATIONS

Applicants must fulfill the following requirements:

- (1) The applicant must be designing men's or women's fashion wear.
- (2) Roughly less than 25 years from establishment of the brand.
- (3) The business operations of the designer must be based in Tokyo.
- (4) The designer must have the desire and the resources to ambitiously pioneer foreign markets.
- (5) The applicant must have sold merchandise for at least three seasons domestically or internationally.
- (6) The applicant must be continuously planning and selling his/her own brand. However, this shall not apply to the following cases: this shall not apply to the following cases:
 - i) If a large corporation is substantially participating in the management of the brand.
 - ii) If the applicant is receiving support from another organization, and more than 50% of management (of capital and expenses, etc.) is being handled by said organization.
 - iii) If the participation expenses of the applicant for this project are being paid for by another organization.



- (7) The brand must have a registered trademark in Japan and the designer is willing to register the trademark overseas.
- (8) The applicant must be able to cooperatively and proactively engage in product development and sales channel cultivation in regards to the details of this project.
- * Applying designers should have an annual cost price sales revenue of more than 200 million JPY and the overseas sales must be over 30%
- * Please refer the Small and Medium Enterprise Basic Law for the definition of a “large corporation”.
- * Except designers who can conduct a presentation constantly abroad by oneself.

JURIES

SAZABY LEAGUE, Ltd
LITTLE LEAGUE COMPANY executive officer
Ron Herman, Women’s creative director
Yukari Negishi

Takashimaya Company, Limited
Woman’s Creative Director
Yoshimi Nagao

Fashion Curator
Motofumi “Poggy” Kogi

EVALUATION POINTS

1. The designer shall be selected 3 entry designers by the jury committee on the basis of whether or not they meet the requirements for application and judging conditions A.~ C. below. (Selected entry designer shall be notified by the end of July 2021)

* However, there may be cases where fewer than 3 entry designers due to reasons such as the absence of designers who meet the screening requirements.

A. Does the brand have the potential to become an international brand that can represent Tokyo.

B. Does the design, number of items, and price point have the potential to grow the brand’s reputation.

C. Is the designer prepared and motivated to launch overseas.

2. By the end of August 2021, Juries will visit the newest collections of the 3 entry designers and have them present their collections in person at Rakuten Fashion Week TOKYO 2022 S/S. The judging committee will then select one of the winning designers.



SUPPORT DETAILS

- (1) 3 entry designers will be exempt from paying the 150,000JPY required to participate the Rakuten Fashion Week TOKYO held in August 2021.
- (2) January (Men) or February (Women) 2022: Winner's collection presentation show during Paris Fashion Week. (Also, a showroom event around the same time.)
- (3) 3 entry designers will be exempt from paying the 150,000JPY required to participate the Rakuten Fashion Week TOKYO held in March 2022.
- (4) March 2022: Winner's event at official venue during Rakuten Fashion Week TOKYO held in March. (Event details to be discussed)
- (5) June (Men) or September 2022 (Women): Winner's collection presentation show during Paris Fashion Week. (Also, a showroom event around the same time.) (Tentative)
- * Co-Hosts or sponsors may ask the designer to participate in events that are other than the above.

SCOPE OF ASSISTANCE

Project will support the following expenses:

- (1) Advertising and sales promotion expenses (press release expenses, media expenses, etc.) both in Japan and overseas. However, promotion expenses including the fashion show PR are included in budget of (2).
- (2) Construction, manufacturing and operation expenses for the presentation held in the Paris Fashion Week. (Includes the cost of shipping sample goods to Paris from Tokyo and their premiums, carnet arrangement fees, and travel and accommodation expenses for staff to Paris. However, the total amount shall have an upper limit recognized by the secretariat). (The maximum amount as above will be notified after the get award)
- (3) Showroom fee. (included in budget of (2)).
- (4) Event held during the Rakuten Fashion Week TOKYO of March 2022.
- * The expenses above will be inspected by the FASHION PRIZE OF TOKYO office and be limited to minimum needed with in the budget. (this amount of budget also shall have an upper limit recognized by the secretariat) and to provide the official RFWT venue for the event. (The maximum amount as above will be notified after the get award)

Participants shall bear the cost of the following expenses:

- (5) All application related expenses.
- (6) All expenses related to the manufacturing of the products.
- (7) All expenses incurred during the participants' trip to Paris excluding travel and lodging expenses. (Domestic travel expenses, local commuter expenses, communications fees, food, per diem, etc.)
- (8) All transportation expenses (except those expenses paid for by the project as noted above in budget (2)-(4) and communication expenses related to the project.



APPLICATION SELECTION

(1) Submissions Fill out the required sections of the Application Form in Japanese and in English (attached) and send the printed form with attachments by postal mail after sending the data of the form by e-mail.

* Please understand that the original Application Form etc. will not be returned to you.

* Send the application via postal mail or courier only. Applications brought directly to the office will not be accepted.

Application Form

FASHION PRIZE OF TOKYO 2022 Application Form (attached)

Attachments

Company overview pamphlet, brand and designer profiles, look books and press kits for the past two seasons.

There is no predetermined format for these attachments, but please submit them in consideration of the fact that they will be used as reference during the jury.

* After arrival date on June 28, 2021, the destination will be changed from the current address.

For details, please check the application items.

(2) Application Period

Wednesday, April 28, 2021 through Thursday, July 15, 2021. (Applications must arrive by 5 PM on Thursday, July 15, 2021)

(3) Selection

Applicants will be juried primarily by the documents submitted so be sure that all documents are complete. Interviews may be conducted as necessary. Furthermore, please be aware that applicants may be asked to submit additional documents as necessary in order to confirm the details of the application and to determine whether or not the application can be accepted.

(4) Selection of Entries and Notification

First Entry selection shall take place by the end of July and 3 entry designers shall be notified via e-mail and document addressed to the applicant.

3 entry designers will be given the opportunity to have a visit by the judges before Rakuten Fashion Week TOKYO at the end of August 2021.

* No inquiries regarding the reason for acceptance or denial shall be accepted. Please note that only the final designer shall be announced. The names of the applicants shall not be released. Notification of the final winners will be made during Rakuten Fashion Week TOKYO 2022S/S.

SCHEDULE

July 15th 2021: Application deadline

September 4th 2021: (tentative) July results announced

January or February 2022: Presentation and showroom held during Paris Fashion Week.

March 2022: An event held during Rakuten Fashion Week TOKYO

**WARNING**

- (1) Applications shall only be deemed complete upon arrival of all submitted documents by 5 PM on July 15th. No applications will be received after the deadline.
- (2) Cancellation or withdrawal shall not be allowed after notification of the Winner has been made.
- (3) Please make sure to fill out the entire Application Form. If your application is incomplete, or if the answers to the questions do not fit the question or are insufficient, your application may be removed from the selection process.
- (4) Winner must cooperate with the programs planned by the project and competition staff.
- (5) Winner will be asked to fill out a questionnaire concerning the impact of having participated in the project.
- (6) Please note that none of the materials submitted with your application will be returned.

SEND APPLICATIONS TO

* After arrival date on June 28, 2021, the destination will be changed from the current address.

FASHION PRIZE OF TOKYO Office

(Located within the Japna Fashion Weeki Organization)

< Until the arrival date on June 25, 2021 (Fri) >

Dai-go Kano Building 8F, Shibuya 3-26-16, Shibuya-ku, Tokyo 150-0002, JAPAN

< After arrival date on June 28, 2021 (Mon) >

Giraffa Building 6F, hiro 1-6-10, Shibuya-ku, Tokyo 150-0012, JAPAN

INQUIRIES

info@fashion-prize-of-tokyo.jp