



**PRIZE**  
**GIULIACARLA CECCHI**  
*International Competition*

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**Seventh Edition**

To commemorate spirit, style, rigor, competence and skill in transforming fabrics and innovating production techniques that distinguish the work of **GIULIACARLA CECCHI**, we announce the seventh edition of this Competition for young creators of women's wear, designers whose innovative visions can conceive, and in the future, create apparel, fashion and style for the contemporary woman.

**PARTICIPATION ELIGIBILITY**

- The Competition is open to all young designers specialized in WOMEN'S FASHION **between the ages of 18 and 28**.
- Participation in the Competition is **free**.
- Candidates will submit an **unpublished entry** by **OCTOBER 01, 2021** addressing this them "**research, elaboration and transformation of one or more fibers, for the creation of one high fashion design**". Entries will include relative sketches, a paper explaining their production, and eventual designs for the execution.
- **10 finalists** will produce a size 42 outfit.

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**PRIZES AND AWARDS**

<b>1<sup>st</sup> prize</b>	<b>€ 1.500,00;</b>
<b>2<sup>nd</sup> prize</b>	<b>€ 1.000,00;</b>
<b>3<sup>rd</sup> prize</b>	<b>€ 500,00.</b>

Free hospitality in Florence, at Hotel Londra, for 10 finalists and their professors from 12th to 16th november 2021.

# RULES AND REGULATIONS

- The Competition is open to all young designers who are graduates of Art Institutes and Universities (public or private) specialized in the sector of Women's Fashion, between 18 and 28 years of age.
- Entrance to the Competition is free of charge. A prize of **€ 1.500,00** will be awarded to the winner of the first place; two additional prizes of **€ 1.000,00** and **€ 500,00** will be assigned to the second and third place winners, respectively. Free hospitality in Florence will be extended to all ten finalists from 12th to 16th November 2021, including four nights accommodation at the Hotel Londra (travelling expenses not included).
- The **event** itself, the **fashion show**, the **voting** and **awards ceremony** will take place on 13th November in the Historical Tepidarium del Roster conceded for this occasion by Municipality of Florence. After the awards ceremony there will be the dinner at the Atelier of Mrs Cecchi, where institution representatives, guests and journalists will be present.
- Each contestant may submit a "**capsule collection**" of maximum 5 outfits specifying the value, significance and possible application/production of the creation.
  - The competition's theme is: "research, elaboration and transformation of one or more fibers, for the creation of one high fashion design" for women.
  - Submissions must be sent both by electronic mail and by post, and must be received no later than the deadline of **OCTOBER 01, 2021**, addressed to the award's Secretariat:
    - by post: Premio Giuliacarla Cecchi, Via Jacopo Da Diacceto 14, 50123 Florence, Italy
    - on-line: premiogiuliacarlaccecchifirenze@gmail.com
  - Each submission must include the following documents:
    - copy of a personal identification document
    - copy of Art Institute diploma and/or University degree (BA or MA )
    - curriculum vitae
    - a signed declaration of the authenticity and originality of the work submitted
  - Requested design format:
    - hardcopy format - A4, or letter size, maximum length 12 pages
    - digital format - one pdf file, maximum size 20Mb.
  - By **October 13, 2021**, the Jury will select by majority vote 10 finalists from the capsule collections presented, having evaluated: quality, innovation, design, creativity, and production feasibility.
  - The outfit requested is to be made and delivered personally by the finalists before 12th November in the Florence Atelier. It is also possible to ship the model no later than **10th November** to: Premio Giuliacarla Cecchi, Via J. Da Diacceto 14, 50123 Firenze.
  - The Prize will be awarded by the final decision of a Jury represented by fashion designers, fashion journalists, academics specialized in fashion, experts in research and development of new materials (80%) - Technical Jury and Popular Jury represented by the guests of the Fashion Event of November 13, 2021 (20%).
  - On November 13, 2021, during the event hosted by Municipality of Florence at Tepidarium del Roster, after the fashion show, will be announced the three winners
  - By submitting an entry for the Competition, contestants, while retaining their intellectual property rights, do grant the Prize organizers license to reproduce and distribute, in any form, the images and texts of the material entered in competition. Entry constitutes consent to the treatment of personal data under the norms established by Italian Law n. 196/03
  - Entrants are personally accountable for the contents of the work submitted. By submitting an entry, contestants unconditionally accept these rules and regulations, and agree that the Award organizers will not be held liable for any damage to third parties.
  - The preparatory drawings of the Capsule Collection sent to the Competition will not be returned, while the outfit itself will be hold till next year in order to have the opportunity to be exhibited and presented during various fashion shows and events. In case the outfit is sold, the payment received will be send to the designer together with the address of the buyer.
  - For one year all the winners of 2021 will take part to the "Sistema Copernicano", a no profit cultural association, which deals in putting in contact the talented youth with the fashion enterprises. During the event of November 13, 2022 any winner of 2021 will have the opportunity, notifying in advance, to present three new outfits during the fashoion show and eventually leave one model to be exhibited while withdrawing the previous one presented in 2021.

- We are sorry for not having organised the 2020 Award due to the epidemiological restrictions caused by Covid 19. For the year 2021 we strongly believe that everything will proceed for the best. In case of any change of the program we will definitely notify you in advance.

The fashion house of "GIULIACARLA CECCHI" , founded in Florence in 1930 by Giulia Carla Cecchi (1913-2005), has spanned the entire history of 20th century Italian fashion; from custom-made apparel to original finely-crafted high fashion creations exported worldwide, and to the exclusive "designer collections" presented and distributed from Florence.

Her unique creations made exclusively from ribbons and gofferred fabrics have been exhibited in museums.

The fashion house is currently managed by the founder's daughter Pola Cecchi who has shared in its management and contributed to its evolution. With this prize, she wishes to honor the creativity, avant-garde spirit and accomplished art of her mother.