



UNICORN FASHION AWARDS 2021

DARE CLAN
X
UNICORN FASHION
AWARDS
2021



DARE
CLAN

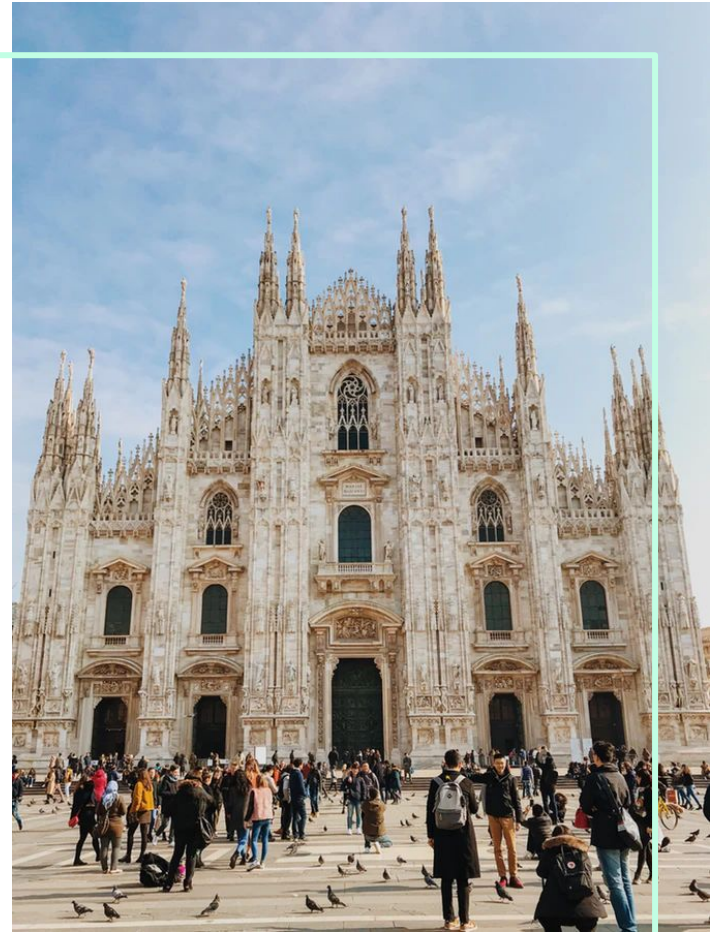
UNICORN FASHION AWARDS

UFA, Unicorn Fashion Awards is a **fashion experience and awards** hosted by **DARE CLAN Magazine** and **ERA-KI** as coordinator. UFA 2021 aims to search for and **promote young creative talents** from all over the world by providing them a platform to share their work with an international audience.

UFA wants to offer the young designers and talents an opportunity to launch and develop their brand through an **acceleration programme**.

Considering awarded design as an **engine of social and economic change**, we understand the importance of opening **dialogues** between young talents and renowned professionals inside the fashion world. The main goal is to emerging designers **International visibility**, to make them known to a wider audience and to the media.

(The organization of UFA is handled exclusively by ERA-KI, which reserves the right to rule on any issue pertaining to the contest, those covered and not by these entry requirements.)



ABOUT ERA-KI

ERA-KI is a **design, branding, communication and digital marketing** agency based in Milan, Minsk, CIS, and Shanghai. We are also operating in Tokyo, Japan.

We aim to **support skilled designers** to create the right network that leads to **360-degree fashion business development**, enlarging sales and reaching different markets for the brands.



ANALYSE

Projects from different point of views, merging different cultures and know-how



CREATE

Innovative creative campaigns contaminated by real experiences



OPERATE

Easily in different countries combining a global thinking to local cultures



SCOUT

New business opportunities around the world



ABOUT DARE CLAN

Dare Clan is an **engagement platform** in the form of an online magazine that celebrates the creative endeavours across time. It's a space that blends art, culture, history, design, music and fashion. It aims to **bring together creatives and individuals** from different walks of life and provide them with a platform to share and bring their vision to life.

We want to **inspire individuals** around the world and to foster a **global conversation**, drawing wisdom from the past and excitement for the future.



UFA calls every applicant to focus on a responsible approach towards their creativity and encouraging emerging designers of today to build a better tomorrow!

WHAT ARE WE LOOKING FOR?

We are looking for creators that prioritize quality, creativity, combined with strong personal vision. Our purpose is to connect with the soul behind the products, with dreams first, goals second.

We want to hear your story and we want to share it with the rest of the world. We look for designers and brand with interesting concepts behind their designs and brands. We look for **DYNAMIC, ADVENTUROUS, RADICAL, ECCENTRIC : D.A.R.E.**

- Raw Materials
- Dyeing & Finishing
- Manufacturing
- End-of -Use
- Transporting & Traceability
- Sharing our vision of shaping the future of fashion

ELIGIBILITY

UFA is open to:



FASHION SCHOOL FINAL YEAR
STUDENTS/
GRADUATES/ALUMNI



INDEPENDENT FASHION
DESIGNERS
EMERGING
BRANDS



CREATIVE
ENTREPRENEURS

We also welcome valorisation of authentic savoir faire and competencies.



APPLICATION PROCESS

The application process is as mentioned below:

Digital portfolio to be submitted by and no later than **21st June 2020** - you will be asked to upload the following material:

CV in English

One passport size photo

Brand Story/Philosophy (if already existing brand)

Designer Profile

Concept of enrolling visual material

A detailed explanation of the aspects of the production process (see slide 5 - WHAT WE ARE LOOKING FOR?)

Photos of the past collection (if any)

Video- we want you to make a small 10-15 seconds video answering the following questions: What's your name? Where do you come from? What motivated you to participate in UFA?

The brands/designers are required to submit Short Fashion Film: Video Story or Photo Story within a concept that best represents their collection or DNA of the brand.

Remember to accept the conditions and submit your portfolio!

Remember to send high-quality material. Sketches, photos, videos, anything could be published on the ERA-KI, UFA website and social networks, in the digital catalog or used in the press or any other use ERA-KI will consider fit to promote your work.

In order to protect everyone's health and to limit travel, the materials and the application form must be sent in digital format only via WeTransfer (or a similar software) to the following certified e-mail address: ufa@era-ki.com

Remember that the intellectual property will remain yours, while your digital portfolio will become part of the UFA Creative Archive and ERA-KI Archive, according to ERA-KI privacy policy.

DEADLINES & IMPORTANT DATES

21 June 2021 // Deadline to Apply

28 July 2021 // Announcement of Selected Finalists

30 July 2021 // Online voting begin

September'21 - October'21 // promotion and virtual presentation of the selected finalists

13 October 2021 // Announcing the winner/s

November'21 - September21 // Acceleration programme for winners

{ May'22 - June'21 } // Presentation in Milan



INFORMATION FOR ENTERED PROJECTS

- Menswear, womenswear or agender, season, etc. is all up to you. Decide freely! There are no prefixed styles, categories or themes.

INFORMATION FOR SELECTED FINALISTS

Read the following instructions carefully, because if you are selected, this is what will be required from you!

In the months of June & July 2021, a jury consisting of Industry professionals and leaders will view all the submitted portfolios and fashion film and select the finalists.

On 28th July, the selected finalists will receive an email informing them of the selection results. Names, photos, sketches and anything from the portfolio of the selected contestants could be published.

On 30th July, the online voting would commence. Another round of Jury selection.

Finalists will receive a detailed program of all commitments and deadlines.

INFORMATION FOR SELECTED FINALISTS

Read the following instructions carefully, because if you are selected, this is what will be required from you!

Promotion and online virtual presentation of the brand philosophy, vision & fashion concept of the selected brands through our social channels

Round the table interaction between the finalists and few jury members

The three winners awarded for their brand philosophy, vision & fashion concept & visual material would be part of the acceleration programme from the month of November (2021) to September (2022)

The brand presentation will take place in May-June 2022

**Travel to Milan is not a compulsion. We are aware about the current pandemic situation and keeping that and the health situation in mind, the visit to Milan upon being selected as a finalist is upto the contestant and in no circumstance affect their results.*

THE EVENT: JURY, NETWORKING, & AWARDS

Considering awarded design as an engine of social and economic change, we understand the importance of giving young designers the opportunity to meet, listen to and interact with renowned professionals inside the fashion world. The main goal is to grant young designers International visibility, and to make them known to a wider audience and to the media.

**The networking event will be subject to the health situation around the world and any notices by the government.*



THE JURY

It will be made of renowned international fashion experts and leaders.

Judging criteria will take into account responsible creativity, innovation and feasibility.

THE AWARD

The top 3 winners will get a chance to be a part of our Fashion Business Accelerator Programme, which will be a 4-12 month process, in a strategic partnership with a network of like-minded advisors and business people.

The finalists designers/ brands will be assisted in their production of the collection as part of the acceleration programme, if needed by connecting them to production labs in Italy or other European countries. *(production cost will be bear by the designer/brand).*

The Fashion Business Accelerator Programme does not provide for any costs other than a retainer fee to cover the 4-12 month period costs which varies for the whole period from Euro 2,000 to Euro 5,000 plus VAT (if due).

The winners are not compelled to enter in the Fashion Business Accelerator Programme if they are awarded to UNICORN FASHION AWARD (UFA). It is the winners' sole decision as to, whether participate to the Fashion Business Accelerator Programme and such choice have to be expressed by the winner/s within October 20th, 2021.

It will grant you access to extended expertise in fashion, culture and art world and the Italian and European markets. Our team will work with you to build brand awareness in relevant markets, boost revenues and strengthen your business model and its execution.

THE ACCELERATION PROGRAMME

The first classified shall have access to a 11-month Accelerating Programme with ERA-KI consisting of steps from **STEP 1 to STEP 8**.

The second classified shall have access to a 6-month Accelerating Programme with ERA-KI consisting of steps from **STEP 1 to STEP 5**.

The third classified will have access to a 4-month Accelerating Programme with ERA-KI consisting of steps from **STEP 1 to STEP 3**.

STEP 1

FOCUS ON BRAND PHILOSOPHY AND REGISTRATION OF THE BRAND

FOCUS on brand mission, vision, and values.

Creation of a consistent brand identity to stress its unique traits.

Support for all the procedures regarding brand registration in EU.

STEP 2

MARKET ANALYSIS AND BRAND POSITIONING

Market analysis for similar brands.

Mapping of potential competitors using different parameters.

Study of the market segment where the brand wants to be.

Definition of a value proposition, through which the brand can differentiate itself within its market niche.

Identification of market opportunities

STEP 3

COMMUNICATION AND DIGITAL ACTIVITIES

Definition of brand image, to be maintained through all the channels used.

Creation of storytelling to enrich the brand universe.

Selection and editing of the existing visual materials.

Preparing of a MEDIA KIT to summarize and Communicate brand philosophy to press, showroom and influencers (to be upgraded using the shooting materials of the UFA event).

Identification of a coherent strategy and planning of contents for Facebook.

Creative concept, art direction, production and post-production of photo and video materials to be provided by the brand.

Upgrade of Instagram, Facebook, and website using also the new materials from UFA event and other photo and video material to be provided by the brand.

Selection and contacting influencers and stylists for promoting the brand on social media and press

STEP 4

DESIGN, SAMPLING, AND PRODUCTION

Study of the most appropriate collection mix, in terms of number of pieces and looks, product categories and balance between creative and commercial items for the designing and go-to-market of the following collection).

Assisting in organising the production in Europe.

Identification of a laboratory in Italy or within EU for sampling and production in order to have *Made in Italy* if requested for EU commercial purposes.

STEP 5

DISTRIBUTION

Selection and first contact with potential showrooms and boutiques in Milan and other cities.

STEP 6

COMMUNICATION AND MARKETING

Continuing to conceive narrative elements for adding personality to the brand, beyond products.

Developing a specific communication strategy differently conceived for Instagram and Facebook.

Creative concept and art direction canvas for a photo shooting.

Creative concept and art direction canvas for a video shooting.

STEP 7

PR, EVENTS AND ADVERTISING CAMPAIGN

Select and contact influencers and stylists for promoting the brand on social media and press.

Editorials and development of a concept for an advertising campaign (formal, or BTL, guerrilla marketing or on other and new formats).

STEP 8

DISTRIBUTION AND SALES

Development of physical channels of distribution.

Development and management of brand e-commerce.

Review the overall business model of the brand for future strategic development in different markets and geographical areas in order to accelerate the penetration and grant a financially balanced growth.

PLAGIARISM AND OWNERSHIP

By enrolling in UFA you guarantee the authorship of your project.

Should you be found guilty of plagiarism, you will be automatically disqualified. ERA-K.I. holds no responsibility for accusations of plagiarism coming from third parties. The applicants will retain Copyright and Intellectual Property of the enrolled collection (the Work).

Finalists will retain copyright of the duplicate outfit/s or piece/s.

Although the applicants will keep the Copyright and Intellectual Property of their Work, the applicants agree to transfer irrevocably and free of charge to ERA-K.I. the rights to present, promote and communicate their Work both for the applicants own benefits and for ERA-KI benefits in order to increase the awareness of UFA and ERA-KI mission and activities.

RESPONSIBILITY AND PARTICIPATION

ERA K.I. reserves the right to disqualify any contestant at any time if they do not respect the terms and conditions of these entry requirements.

Whilst every effort is made to ensure the safety of all submissions, ERA K.I. cannot be held responsible for any damage or theft of garments or designs that may occur during transport, selections or during the Finals in Milano. If selected as an UFA finalist, contestants are required to carry out all further paperwork (Visa, passport, etc.) and other obligations in a timely manner. Finalists will be sent a compulsory program after being selected. If they will be unable to follow this program due to physical, religious, political or safety reasons or any other restriction, this must be promptly communicated to ERA K.I.

PRIVACY AND CONSENT FOR RELEVANT DATA

Italian and European law requires us to have you accept a privacy release form.

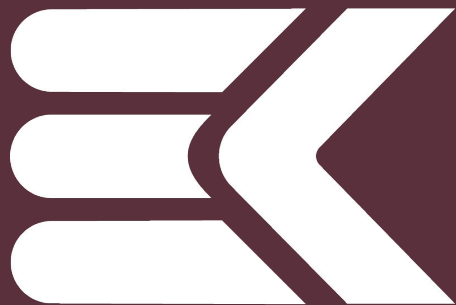
Accepting the UFA Entry Form and the “Information with Consent for Relevant Data” form warrants that the applicant has read the written information included concerning the treatment of personal and relevant data according to Italian law, D. Lgs. N. 101/2018, to European law, GDPR 679/2012, and is in accordance with these provisions.

ACCEPTANCE OF THE REGULATIONS AND DEADLINES

Accepting these entry requirements warrants the applicant's complete comprehension, respect and acceptance of all rules, regulations and deadlines and does not guarantee participation in the UFA event.

In the event that any rule, regulation or deadline is breached, ERA-KI reserves the right to disqualify any participant enrolled in UFA.

"Due to the current COVID-19 emergency and the consequent business disruption ERA KI and UFA reserve all rights to cancel, postpone and/or modify the event or the programme and the participants waive any claim against ERA KI and/or UFA for such changes".



ERA-KI

For any further detail contact:

RICCARDO AIMERITO - ERA-KI

phone: (+39) 02 81 35 422

mobile: (+39) 347 50 63 086

email: riccardo@era-ki.com

ufa@era-ki.com

web: www.era-ki.com/unicornfashionawards2020

<https://www.dareclan.com/>

