

TOKYO  
**MODEST**  
FASHION SHOW  
2 0 1 7



Generation M  
Design Award

**Generation M Design Award 2017**

A photograph of a fashion show runway. A model in a white and black outfit is walking down the center. The runway is illuminated with purple and white lights. The background features a large white backdrop with the text 'TOKYO MODEST FASHION SHOW' and logos for 'M CLOTHINGS' and 'MEEM CLOTHIN'. An audience is seated on both sides of the runway.

## Aim and Vision

Generation M Design Award aims to encourage young fashion designers to showcase and introduce their modest fashion designs to the fashion world. Generation M Design Award is more than just a competition. It is an indicator of quality, perfection in design and readiness to make a name in the fashion industry. The award is recognized worldwide and has gotten the attention of design oriented companies, professionals and players in the market. Winning this award will be a mark of excellence & an important milestone for young designers and certainly a stepping stone in advancing their careers.



## The Competition Brief

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The first of its kind in Japan, Generation M Design Award aims to encourage young fashion designers to expand their reach in the modest fashion industry globally.

The theme for this year's competition is Style & Modesty: where designers are required to design stylish and innovative ways to express modesty in the women fashion.

The competition is open to all students of fashion schools which are appointed by the Halal Expo Japan 2017 Organizing Committee. If you have not much experience or you're currently studying a fashion related course but you believe that you have a flair for fashion and you have something to show to the modest fashion industry, we'd love to see your ideas.

Finalists will be required to make their garments and showcase them on our runway show on 21<sup>st</sup> November 2017 Tuesday, where the overall winner will be selected and crowned, Generation M Fashion Designer of the year 2017.

## Qualified Applicants

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Applicants should be undergraduates of below mentioned Fashion Schools

**Malaysia :** Management & Science University  
Community College Malaysia  
Setapak Vocational College KL

**Indonesia:** Islamic Fashion Institute

**Japan** : Bunka Fashion College



# Entry Requirements

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## Stage One – Application & Design Entries

**Deadline – 31st July 2017 Monday 11:59pm**

Participants are required to submit the following:

- Application form
- Three (3) drawings/photos of designs;  
in Three(3) sheets of A4-sized portrait orientation material
- Design portfolio;  
In Three(3) sheets of A3-sized landscape orientation material

Email to **Mr Yokoyama**  
of **Halal Expo Japan 2017 Organizing Committee**  
[yokoyama@halalmedia.jp](mailto:yokoyama@halalmedia.jp)

Only six (6) qualifiers from each school will be selected and will be notified via email by **11<sup>th</sup> August 2017 Friday**.





## Entry Requirements

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### **Stage Two** – The Semi Finals from August to Oct 2017

The organizing committee will visit the six (6) qualifiers at their respective schools. The selected participants will present the three (3) drawings/photos of designs to the visiting organizing committee for interviews.

Only nine (9) qualifier from all applicants will be chosen to proceed on to the final stage of the competition.

The nine (9) finalist will be selected after presentation and interview at their respective schools.

# Entry Requirements

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## The Final Stage

- The Competition on 21<sup>st</sup> November 2017 Tuesday

Finalists will showcase three (3) garments at Generation M Design Award Catwalk Show on 21<sup>st</sup> November 2017 Tuesday.

Finalists are responsible for styling their outfits to complement their garments. Organizer provides models, and No fee is required to enter the competition, but there will be no funding from Organizer for materials, hair and make-up, postage of garments or travel/accommodation and others. The costs must be covered by the participants.





## Judging Criteria & Prize

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Judging of entries will be based on the following criteria:

- Clarity of inspiration
- Quality of ideas
- Quality of design
- Styling of garment
- Originality
- Practicality

The First Prize: JPY200,000

The Second and Third Prize will be announced later.

The Award Winner will be selected at Generation M Design Award 2017 Catwalk show on 21<sup>st</sup> November 2017 Tuesday.