

HFT

High Fashion Talk

Graduate Designer Search

 contact@highfashiontalk.com

 highfashiontalk.com

 m.me/highfashiontalk

 facebook.com/highfashiontalk

 facebook.com/groups/highfashiontalk

 [@hftgroup](https://www.instagram.com/hftgroup) [@hftoutfits](https://www.instagram.com/hftoutfits)

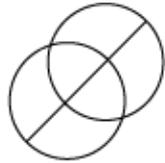
We want to support all graduating designers.

The High Fashion Talk Graduate Designer Search facilitates you reaching the high fashion audience, consumers, press and professionals; kick-starting your engagement with the community.

In partnership with

KALTBLUT.

COMMUNE EAST



hundred showroom®

tmrw



Institute of Digital Fashion
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ASPECT

Class of 2020 graduate fashion shows will unfortunately not happen.

We would like to offer you the next best thing and showcase your work in tune with next generation fashion forward thinking and practices.

The best will be selected to be featured further across participating platforms and receive further support to build their audience.

The assets you will need to provide to enter:

Visual Content

Collection Notes

Visual Content

You will need to produce images or video of your work.

- The images or video should present your work but also communicate the context and concept as a whole.
- Virality and engagement qualities should be considered giving thought to how it would work on social media and in magazine pages.
- Please produce shoots with precautions such as distancing, masks and hand hygiene.

You may submit a suite of content that would work for all social media platforms (Facebook, Instagram, Twitter, YouTube, TikTok) as well as images to be published in print and placed on web pages.



Collection Notes

The collection notes is your way of providing the necessary information to the press and ultimately the public.

You will need to write some paragraphs explaining:

- Why you made the collection/the inspiration brief
- What the process was in creating the collection, any interesting new techniques or materials developed.
- Technical details regarding construction, sustainability, ethics.
- References used and thanks to any assistance or support received in developing the collection.
- Personal stories and relations to the work.



The process



All qualifying entries will be posted on HFT platforms to gauge audience reaction and engagement.

A panel of industry professionals and innovators will be presented with your content to be appreciated and deliberate who has the best collection and content to present their work.

Designers will be chosen to receive prizes and support packages provided by our partners on the basis of who will benefit the most.

An overall winner will be chosen to be honoured with the title and receive a package of support and prizes.



Key Dates

24/07/20 Launch - Entries Open

Content will be continuously posted on HFT platforms

Judges will be interviewed with regards to what they are looking for from entries.

10/09/20 14:00 Entries Close

Judges panel deliberation of entries.
Awarded Graduate Designers Announced.

Please submit all entries, enquiries and questions to
contact@highfashiontalk.com

All media to be sent via WeTransfer, Dropbox or other data transfer methods.

High Fashion Talk

HFT facilitates the high fashion conversation with cross-platform content and real-world experiences, informing and engaging our progressive, culturally conscious and diverse intergenerational community of over 6 million people worldwide.

High Fashion Talk delivers the content people want, where they want it.

The media landscape has decentralised from websites and print magazines, the audience have migrated their attention to social media, online conversations and in-person interactions.

Capitalising upon this opportunity, HFT exists in those spaces, connecting the community by presenting content to initiate discussion and the sharing of thoughts and opinions. The discourse and participation introduces concepts into the cultural fabric of High Fashion, generating interest and driving a following to the narrative.

With an advanced and intricate understanding of the community, how people engage with content and their tastes and preferences, we have unique insight and knowledge regarding the best way to talk to and engage with the audience.

The HFT network are not strangers to each other, and with the strong relationships built, the conversation extends beyond the open platforms to discussions in smaller circles in online group chats and offline congregations, small and large scale.

Partners

hundred showroom

hundred showroom® is a London-based fashion PR and showroom housing and exhibiting the collections of emerging fashion designers in the UK.

We understand the financial and logistic challenges of showing a new collection to potential buyers, stylists and industry related professionals when starting out. Our mission is to bridge this gap by providing fashion designers with a stylish and affordable showroom in London to help them gain industry visibility and increase brand exposure.

As a creative-minded community that believes in diverse talent, we are also passionate about combined efforts to stimulate creativity by working in partnership with stylists, photographers and digital content makers.

We are looking forward to invite winning designer to be on our designer's board for a six months period initially, but not limited to.

tmrw

Launched as a new music blog back in 2012, tmrw is now a multi-platform music and culture magazine brand that consistently creates thought provoking content of the highest quality. Our print volumes are made from recycled and recyclable paper.

We will publish editorial produced by hundred showroom featuring five top finalists.

CommuneEast

Founded by Leanne Elliott Young and Richard Nicoll in 2015, CommuneEAST is a futures ideas incubator for strategists relationships, talent and collaborations.

CommuneEAST brings together creative minds from different backgrounds, including art, fashion, technology and science, to help companies and emerging artists work in IRL and URL. The initiative was birthed as a space for questioning, collaboration, and exchange. Known for questioning the status quo, abolishing echo chambers, and asking 'big questions', CommuneEAST exists within the glo-cal public sphere, directing live events, debates and strategic cultural partnerships. CommuneEAST has worked with the likes of the BFC, Conde Nast, Samsung,

INSTITUTE of DIGITAL FASHION

An emblem for change in a broken system.

From the rise of big tech to the birth of virtual models, innovations in digital technology have changed fashion as we know it, We aim to push tech-use toward a more democratic and sustainable future, offering a platform and manifesto to restructure how technology and digital are used from creation to consumer, building a new future for an unregulated and biased industry,

Bespoke world-class digitalization for brands, makers, and institutions, not to just sell more clothes but to disrupt the way the system concepts, broadcast, produces and creates.

The Institute of Digital Fashion is a truly flexible and dynamic creative futures studio that delivers world-class, strategies, and products that harness the power of the digital landscape through and beyond the versatile the global network of the founders.

The Institute of Digital Fashion bridges the gap between on and offline, forging solutions and activations in the world of AR (augmented reality) and VR (virtual reality) and digital making, for shows and showrooms to digital humans, we straddle the impossible.

The Institute of Digital Fashion founders will host an inclusive talk with all the participants. Top five finalists will get their graduate work reviewed and advised on the future development of their next collections and how to bring it out of the university realm.

KALTBLUT

KALTBLUT Magazine stands for a limitless symbiosis between art, photography, fashion, music and media. The theme of every issue works as a platform for artists to showcase their personal interpretation and point of view.

By adopting this concept KALTBLUT hopes to break free from all traditional conventions and frames and allow an unhinged and borderless unfolding of creativity. Marked by the Internet generation we have opted first for an online magazine format, aiming at achieving the fastest and most global connection between artists and readers. In order to address our target group – the lifestyle interested cosmopolitan- in a proper way, our issues are released every 3-4 months in English. Our purpose is to create a thorough insight into every theme we go for, without pros and cons and without falling victim to social restraints. We don't care about condemning but we care about providing our readers with an eye-opening experience instead.

We will publish a feature on a winning designer showcasing visual aspect and idea behind the collection.

ASPECT

Shop past, present and future. All in one place.

A new and progressive online retail platform, presenting a trans-seasonal blend of archival and new season collections, direct from independent designers around the world.

Aspect is a new and progressive multi-brand e-commerce platform that supports independent fashion designers by allowing them to sell an eclectic mix of their archival and new collections online.

With a neo-luxury focus, Aspect exists as a responsible alternative to fashion's traditional wholesale model, allowing brands to monetise their valuable archival and new season stock.

Panelists



Iolo Lewis Edwards
Director HFT



Leanne Elliott Young
Founder of
CommuneEast



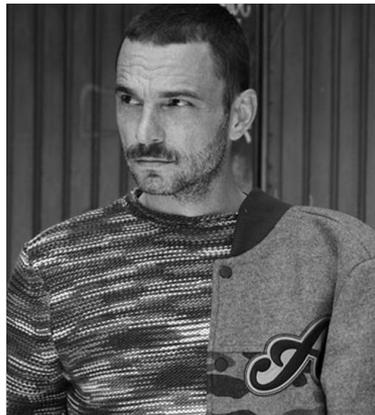
Cat Tay
Founder of Institute of
Digital Fashion



Valeria Aleksandrova
Founder of hundred
showroom



Suyane Ynaya Bento
Creative Director
Fashion Editor at ELLE
Brasil
Co-founder of
WEAREMOOC



Marcel Schlutt
Founder - Editor in
Chief at Kaltblut
Magazine



Lewis Robert Cameron
Fashion Stylist and
Journalist



Joe Brine
Founder of tmrw



Rhona Ezuma
Editor in Chief at
THIIRD



Cozette McCreery
Creative Strategist



Giz Moon
Consultant / Content
Creator



Milun Kumar
Founder of Aspect



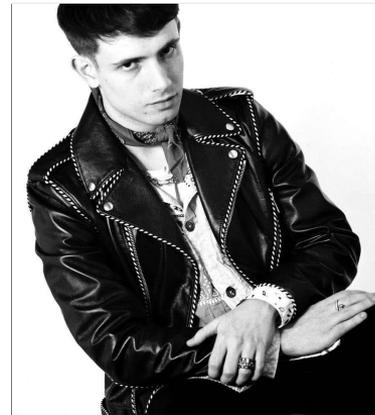
Matthew Miller
Creative Director



Ayo Ojo
Content Creator



Assaf Reeb
Digital Creator



Federico Barengo
NXTGN & BARROW
co-founder

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