

HFT

High Fashion Talk

Graduate Designer Search

 contact@highfashiontalk.com

 highfashiontalk.com

 m.me/highfashiontalk

 facebook.com/highfashiontalk

 facebook.com/groups/highfashiontalk

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

**Nós queremos ajudar todos os formandos
em Design de Moda**

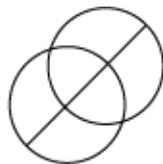
**The High Fashion Talk Graduate Designer
Search tem a intenção de facilitar a sua
introdução e interação com o seu
público-alvo e com os profissionais da
indústria da moda incluindo estilistas,
blogueiros, fotógrafos e publicações.**

HFT

Em parceria com

KALTBLUT.

COMMUNE EAST



hundred showroom®

tmrw

INSTITUTE of DIGITAL FASHION
FASHION FUTURES for ▶ **IDF** ▶ URL X IRL: © 2020
BESPOKE WORLD-CLASS DIGITALISATION FOR BRANDS, MAKERS AND INSTITUTIONS.

ASPECT

Infelizmente, não haverá nenhum fashion show para os formandos em 2020. No entanto, nós gostaríamos de lhe oferecer uma ótima alternativa para mostrar o seu trabalho em sintonia com as melhores práticas atuais em moda e também com as que estão por vir.

O vencedor será incluído e destacado em todas as plataformas participantes e receberá ajuda extra para construir e/ou aumentar sua audiência.

Para participar, todos os aplicantes terão que seguir os seguintes requerimentos:

CONTEÚDO VISUAL

NOTAS DA COLEÇÃO

CONTEÚDO VISUAL

Você terá que produzir e apresentar imagens ou vídeo do seu trabalho.

- As imagens ou vídeo devem apresentar o seu trabalho como um todo, incluindo conceito e contexto.
- As qualidades de viralização e interação do conteúdo devem ser considerados durante o processo de criação uma vez que o mesmo poderá ser utilizado em mídias sociais e publicações.
- Por favor, não esqueça de seguir as orientações de governo em relação ao distanciamento social, uso de máscaras, luvas e higienização necessária durante a produção deste conteúdo.

Todo o conteúdo enviado deve ser formatado apropriadamente para ser utilizado em mídias sociais (Facebook, Instagram, Twitter, YouTube, TikTok), revistas e websites.



NOTAS DA COLEÇÃO

A melhor maneira de informar os profissionais da indústria de moda e o público em geral sobre as peças da sua coleção é através dessas notas.

Você deve escrever alguns parágrafos para explicar os seguintes pontos:

- O porquê e a inspiração por trás da coleção
- Como foi o processo de criação? Desenvolveu algum material ou técnica nova interessante?
- Descreva a técnica usada para a construção das peças, sustentabilidade, ética, etc.
- Mencione as referências usadas e dê o devido crédito para todos envolvidos durante o desenvolvimento da coleção.
- Conte um pouco da sua história e como ela se relaciona com o seu trabalho.



O PROCESSO SELETIVO

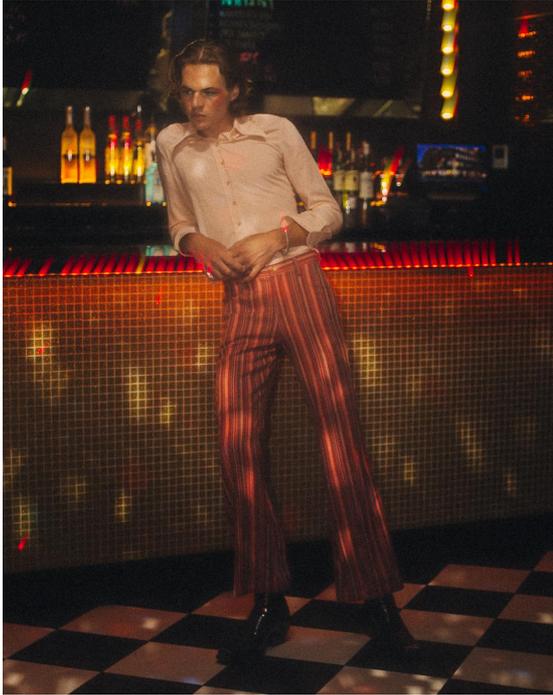


Os designers selecionados serão publicados nas plataformas sociais do HFT para medir a reação e interação do público em geral

Todo conteúdo enviado pelos designers selecionados será apresentado a um painel formado por profissionais da indústria da moda e inovadores e os mesmos irão decidir quem é o vencedor.

Alguns designers serão escolhidos para receber prêmios e pacotes oferecidos pelos nossos parceiros.

Um designer será escolhido para ser honrado com o título de vencedor e receberá um pacote especial e vários prêmios.



Key Dates

(SUBJECT TO CHANGE)

03.08.20 @ 14:00 COMPETITION OPENING: JUDGES INTRODUCTION AND DISCUSSION

31.08.20 @ 20:00 CONTENT WILL BE POSTED ON THE HFT PLATFORMS CONTINUOUSLY THROUGHOUT AUGUST.

17.09.20 @ 14:00 CLOSING PANEL DELIBERATION

18.09.20 @ 12:00 WINNER AND TOP 5 FINALISTS ANNOUNCED ON HFT AND PARTNERS PLATFORMS.

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, Dazed, Adidas, Nike, Kenzo, Frieze Art Fair, The Selfridges Group and The V&A Museum.

INSTITUTE of DIGITAL FASHION

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

For brands and businesses looking to elevate the democratic reach of their brand and create a succinct digital narrative, 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).

CommuneEast and 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 future development of their next collections and how to bring next 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



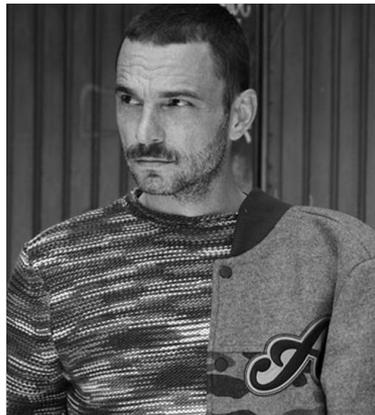
Cat Tay
Founder of Institute of
Digital Fashion



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



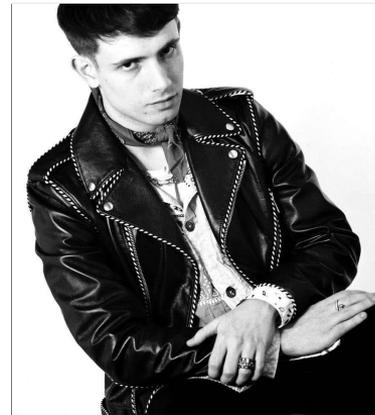
Matthew Miller
Creative Director



Ayo Ojo
Content Creator



Assaf Reeb
Digital Creator



Federico Barengo
NXTGN & BARROW
co-founder

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