



DARE CLAN X UNICORN FASHION AWARDS 2021

After a successful 1st edition, we are back with the 2nd Edition

ENTRY REQUIREMENTS

Everything you need to READ and know to APPLY!

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UNICORN FASHION AWARDS

UFA, Unicorn Fashion Awards is a fashion experience and awards hosted by DARE CLAN Magazine and ERA-KI as coordinator.

(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.)

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 areas of interest are:

- Womenswear (Ready-to-wear)
- Menswear (Ready-to-wear)
- Genderfluid
- Accessories (bags, shoes, jewellery)

We would love you to join us!

ERA K.I srl

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ABOUT ERA-KI

ERA-KI is a design, branding, communication, event and digital marketing agency based in Milan, Minsk, CIS, and Shanghai. We are also operational 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 experience

OPERATE

easily in different countries combining a global thinking to local cultures

SCOUT

new business opportunities around the world

Find out more about [ERA KI](#)

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ABOUT DARE CLAN

Dare Clan is an engagement platform & a fashion brand in the form of an on line magazine and creative physical, virtual and global space that celebrates the creative endeavors 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.

Find out more about Dare Clan [here](#).

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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 in order to make it happen on the markets.

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

At the same time we also want to focus on:

- **Raw Materials**
- **Dyeing & Finishing**
- **Manufacturing**
- **End-of -Use**
- **Transporting & Traceability**
- **Sharing our vision of shaping the future of fashion**
- **Bridging civil societies links and human partnerships between Europe and Asia**
- **Creativity and communication as a leverage to create value.**

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

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ELIGIBILITY

UFA is open to:

- Independent Fashion designers
- Emerging Brands
- Fashion School Final Year Students / Graduates / Alumni
- Creative entrepreneurs proud of their identity with a strong vision to create value globally

We also welcome valorisation of authentic savoir faire and competencies.

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APPLICATION PROCESS

The application process is as mentioned below:

Digital portfolio to be submitted by and no later than **21st June 2021** - you will be asked to upload the following material:

- CV in English
- One passport size photo
- Brand Profile: Story/Philosophy (if already existing brand)
- Designer Profile
- Concept of the enrolling visual material
- Detailed explanation of the aspects of the production process (see art. 4 - WHAT WE ARE LOOKING FOR?)
- Photos of past collections
- 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?

As part of the selection process and keeping in mind the current world scenario, the visual material will be of utmost importance.

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 application! 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 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, in accordance with ERA-KI privacy policy.

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DEADLINES/IMPORTANT DATES

- **21st June 2021:** Deadline to Apply
- **28th July 2021:** Announcement of Selected Finalists
- **30th July:** Online Voting
- **September and October:** Promoting and online virtual presentation of the brand philosophy, vision & fashion concept along with visual material of the selected finalists . presentation of the finalists
- **November '21 - September'22:** Acceleration Programme for the winners
- **February - May 2022:** Presentation in Milan

**UFA reserves the right to change the way the presentation will take place in order to comply with any future prescriptions of the competent authorities and to ensure the best possible result while protecting everyone's health. Committee and the international Jury will take place online during the various stages of the selection process.*

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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.

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INFORMATION FOR SELECTED FINALISTS

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

- In June and July 2021, a jury consisting of Industry professionals and leaders will view all the submitted portfolios and fashion films and select the finalists.
- On 28th July, the selected finalists will receive an email informing them of the selection results along with the results announced online. Names, photos, sketches and anything from the portfolio of the selected contestants could be published.

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- The online voting would begin. Another round of Jury selection.
- Finalists will receive a detailed program of all commitments and deadlines. ● Finalists must communicate any variation of address and/or phone number promptly.
- 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'21 - September'22. **(for more information refer to the presentation attached)**

- The fashion presentation will take place in May-June 2022.

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EVENT: JURY, NETWORKING, AND 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 is made by renowned international fashion experts and leaders. Their names will be communicated on the UFA official channels. Judging criteria will take into account responsible creativity, innovation, vision 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 4-10 month process, in a strategic partnership with a network of like-minded advisors and business people in EU, Japan, China and CIS.
- The winners are not compelled to enter in the Fashion Business Accelerator Programme if they are awarded, UNICORN FASHION AWARD (UFA). It is the winners' sole decision as to whether they wish to participate in the Fashion Business Accelerator Programme and the choices have to be expressed by the winner/s within October 20th, 2021.

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- The finalists designers/ brands will be assisted in their production of the collection as part of the acceleration programmer, if needed by connecting them to Production Labs in Italy or other European countries. *(Production cost will be bear by the designer/brand)*
- It will grant you access to an extended expertise in the fashion, culture and art world and the Italian and European market.

- Our team will work with you to build brand awareness in relevant markets, boost revenues and strengthen your business model and its execution.
- We operate through an integrated approach in marketing and business development

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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-KI 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-KI 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.

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RESPONSIBILITY AND PARTICIPATION

ERA-KI 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-KI cannot be held responsible for any damage or theft of garments or designs that may occur during transport, selections or during the Finals in Milan. 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.

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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-KI.

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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 679/2016, and is in accordance with these provisions.

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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.

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