

# THE HANDBOOK

# JUNK KOUTURE

# 2021

# DIGITAL COMPETITION



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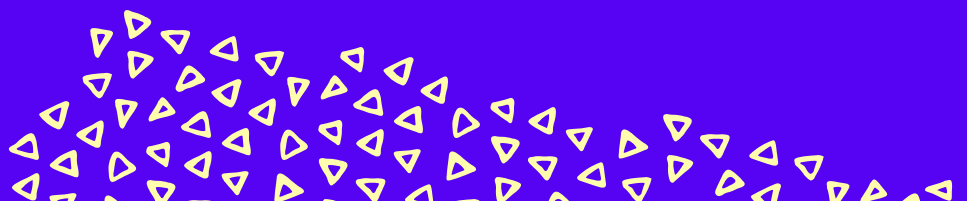
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# WHAT IS JUNK KOUTURE?

Junk Kouture is a movement which challenges young artists to design, create and showcase wearable fashion, formed solely from junk.

Junk Kouture incorporates elements of environmental sustainability, fashion, art, design, and engineering and transforms them into an empowerment platform like no other! Showcasing young designers to a global audience of influential media, it is one of the most exciting creative platforms of our time.

**Every design tells a story. Every creation brings us one step closer to a cleaner environment.**

**Tell your story, through sustainable couture.**

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# JUNK KOUTURE



## RECYCLED FASHION COMPETITION TAKING TRASH TO FASHION

Start Your Creative Journey!



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# THE UNIQUENESS OF JUNK KOUTURE

What makes Junk Kouture unique, is that everything created and visible on the platform is fashioned and crafted by creatives between 12-18 years old, out of nothing but recycled materials.

They imagine it, design it, construct it, and market it. Each designer captivates audiences with innovation and incredible showcases. The competition calls on all budding fashionistas to show they have what it takes to be awarded the next Junk Kouture Designer of the Year. Not only does Junk Kouture give the next generation of designers a platform to display and promote their creative talents online and opportunity to perform on world class stages, but it also helps students' personal development along the way.

**Our ten year ambition: to enrich and empower the lives of a billion young people across the world through sustainability and creativity**



# WE'RE COMING TO A LOCATION NEAR YOU!

Junk Kouture's World Tour will build momentum over the next three years. Beginning in January 2021, the initial season will take place digitally in...

**DUBLIN**

**NEW YORK**

**MILAN**

**LONDON**

**PARIS**

**DUBAI**



before adding further digital shows in **Tokyo, Auckland, Sydney, Sao Paulo, Los Angeles, Cape Town and Singapore in 2022**, and then transition back to a full live tour with shows being hosted in some of the most iconic venues around the world as we return to pre-Covid normality.



# WHO CAN ENTER?

Junk Kouture is open to everyone aged 12 - 18 years old. You can enter the competition as an individual, or get your peers involved and enter as a team (maximum 3 people).

Having been running for the past ten years, this new chapter of Junk Kouture will bring the challenge of recycled fashion to a global audience for the first time, with the core focus of empowering its participants.



**ARE YOU READY?**  
**LET'S GET STARTED ON**  
**YOUR INCREDIBLE JUNK**  
**KOUTURE JOURNEY.**



COULD YOU BE A

# JUNK KOUTURE WINNER?

DO YOU...

... want to show off your  
creative prowess to  
audiences **across the world?**

... dream of having your  
**design worn on red carpets?**

... think you have what it takes  
to **reign supreme on the  
global stage?**

This handbook will provide you with all the  
information you need and some inspiration to  
get you started. So please read carefully and  
get ready to start your incredible Junk Kouture  
journey! YOU could be a winner!

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# THE 2021 LAUNCH

Junk Kouture Digital launched at the end of September 2020.

Like so many competitions across the world, Junk Kouture has had to reimagine how this global movement for creativity and sustainability works. Now, for the first time ever, we bring Junk Kouture Digital to life...

Junk Kouture will bring the learnings and methods honed over the past ten years, to a global audience for the first time digitally.

Next year sixty finalists - ten from Ireland, UK, Italy, America, France and the UAE - will compete in the Global Digital Final. There will be one winner from each territory while one of these talented designers will be crowned 'Junk Kouture World Designer of the Year'.

Junk Kouture's World Final has the ambition to become the Eurovision of young sustainable fashion and creativity, as the world's youth gather to showcase their creative skills.

Make sure to check out our social channels where you will get top tips, tutorials, and access to all Junk Kouture related information in advance of the 2021 competition opening. You can find lots of interesting and inspiring content on our Junk Kouture YouTube channel.

**Check it out and don't forget to subscribe.**

**SUBSCRIBE**



## THE BRIEF

In short, the whole idea of Junk Kouture is to create striking works of recycled couture that would not look out of place on the world's most famous runways or in some of the best Hollywood movies! So, in order to do so, we ask participants to:

- Research designers and techniques, figure out what your inspiration is
- Create a piece of recycled couture - we will feature tips and techniques along your journey
- Craft your ideas into any style of wear - use your imagination and create that WOW look
- Stick to our most important rule - the designs must be made from 100% recycled materials - items that have outlived their intended purpose

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# KEY COMPETITION DATES 2021

**DOWNLOAD THE JUNK KOUTURE APP**  
DEC 2020

**WATCH THE IRISH DIGITAL GRAND FINAL 2020**  
DEC 2020

**2021 COMPETITION OPENS**  
25 JAN 2021

**2021 COMPETITION CLOSES**  
19 APR 2021

**COMPETITION VOTING WEEK**  
26 APR - 10 MAY 2021

**NATIONAL GRAND FINALIST ANNOUNCEMENTS**  
24 MAY - 29 MAY 2021

**DIGITAL WORLD FINAL**  
JUN 2021



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# COMING SOON

for iOS and Android devices

Join a global community of creatives, keep up to date with the latest Junk Kouture news and get exclusive access to amazing content. Share your designs, vote for your favourites and be a part of an interactive community of talented artists.



# HOW DO I GET STARTED?

- Follow our social networks @junkkouture for updates and inspiration
- Get working on your recycled couture design from September
- Create an Instagram account for your design. **For example**, @jkdesignname21 and document your journey through images and videos
- Tag us in your design posts for a chance to be featured on our platforms for the global Junk Kouture community to admire and engage with. Use the hashtag #junkkouture #jk2021.
- Download and sign up to the Junk Kouture app. Whether you're a creator, educator or JK fan, you'll get exclusive access to amazing content!
- Registered a creator account? Enter the Junk Kouture Digital competition in your territory from January 25th 2021
- Get your friends and family to register on the app for the voting process in April
- National grand finalist announcements in May
- See your design in our 2021 Junk Kouture Digital Grand Final in June

**Remember! Make sure to refer to the rules and regulations throughout your Junk Kouture journey.**



# THE DIGITAL COMPETITION PROCESS

- The Junk Kouture Digital competition opens on the app on January 25th 2021. Make sure you have your account type set to 'Creator' to enter.
- Select your competition location appropriate to where you live (eg for Italian contestants aged 12 to 18, select Milan etc).
- Include design name, description, and information about materials
- Upload images, audio, and video
- Connect with your team members - must be registered on the app, maximum of 3 members per team.
- Remember you must assign an educator to your design in order to enter the competition; this is usually an art teacher. Your teacher simply downloads the JK app, and sets their account type to 'Educator'. You will then be able to add them to your design when entering the competition by sending them a request which they then accept.
- The voting process begins in April. Get your family and friends to register on the JK app as "Fans" - they will be able to support your design and help decide who will be crowned as the winners of Junk Kouture 2021.
- Keep an eye on our app for updates as national grand finalists will be announced in May in preparation for the 2021 Digital Grand Final in June!
- Share your designs' social network handle. For example, Instagram @designname20/21 to have your creative design journey showcased on our socials for:
  - The global Junk Kouture community to admire and engage with your content.
  - To be a part of JK EduKate - where you become the expert in Junk Kouture, and your content inspires future participants.





# BEGINNING THE DESIGN PROCESS

## ASK YOURSELF...

What materials will I use?

What do I want my design to look like?

How do I make it happen?

### WHAT MATERIALS WILL I USE?

Get creative! Your one rule is that all your materials must be 100% recycled - items that have outlived their purpose (that excludes anything that may contain fire / water / toxic substances)! The use of alcohol, cigarette or drug branding is prohibited unless it is used to create awareness of the harms that these substances can cause. We advise getting in touch if you are unsure of this.

Manipulating your materials to become something amazing is the tricky part. While we allow the use of glue as a means of attachment when entering the competition, we do encourage you to try different techniques of piecing together your garment such as sewing, weaving, or knitting. These methods will go much further with the judges. Get creative and test your skills! Everyday should be a learning day!

### WHAT DO I WANT MY DESIGN TO LOOK LIKE?

The design should stem from the realm of high fashion, and your own personal taste and vision is highly encouraged. All we ask is that it uses recycled materials and that your finished creation is wearable and could be modelled on a catwalk. Take inspiration from everywhere. Designers, brands, buildings, structures, sun, moon, land, sea. This is your design and your creation. This part is up to you.

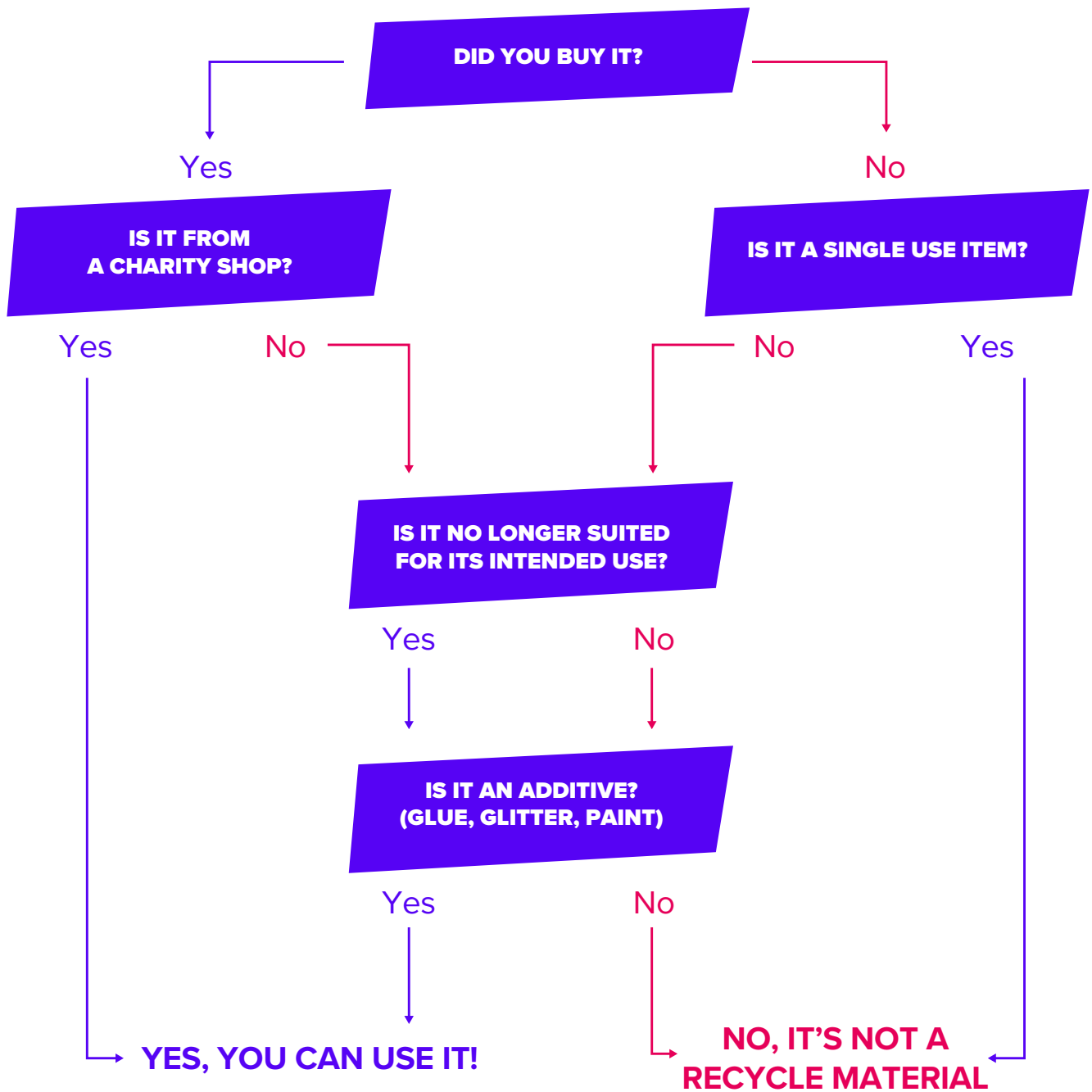
### HOW DO I MAKE IT HAPPEN?

Put the time in, learn as you work and do not be afraid to try things out. Some of Junk Kouture's best success stories are of designers that entered one year and may not have progressed as a finalist. Upon reflection, they decided to try again, being innovative with their materials and techniques, and ultimately produced something extraordinary. Try things out. Ask for help. Get inventive.

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# IS YOUR MATERIAL RECYCLED?

CAN I USE THIS MATERIAL?



Please note: It is important to meet the rules and regulations of the competition in order to participate.

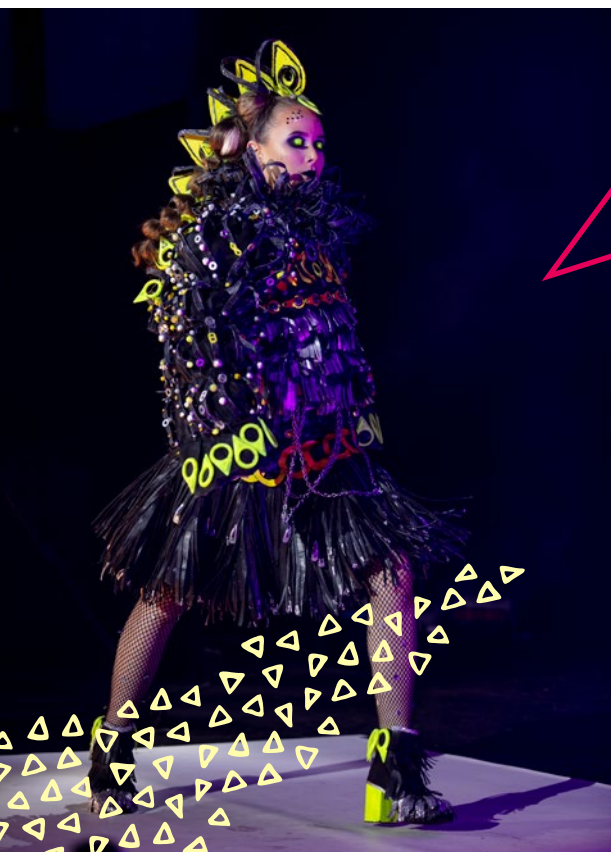


# PHOTOGRAPHY TIPS

Photographs are important, and those that are uploaded to the Junk Kouture app should show off at its best!

The photos will be reviewed in the initial judging process by the judging panel, and you will have opportunity to showcase these on the app once you enter the competition. We have put together a few guidelines to help make your design stand out!

- Make sure the outfit is on a person or a mannequin (should include full length front and back views).
- We want to see the materials used - make sure there is a 'close up' of the design which shows the detail and craftsmanship of the piece.
- We advise use of a plain (black or white) background which enables us to focus more on the design rather than the picturesque landscape which may be in the background of other photos.
- Inspect your photos before uploading - check for good lighting conditions, no blurring or shadows.
- Upload a maximum of 10 photos which will allow you to submit a variety of shots demonstrating the most important aspects of your design!



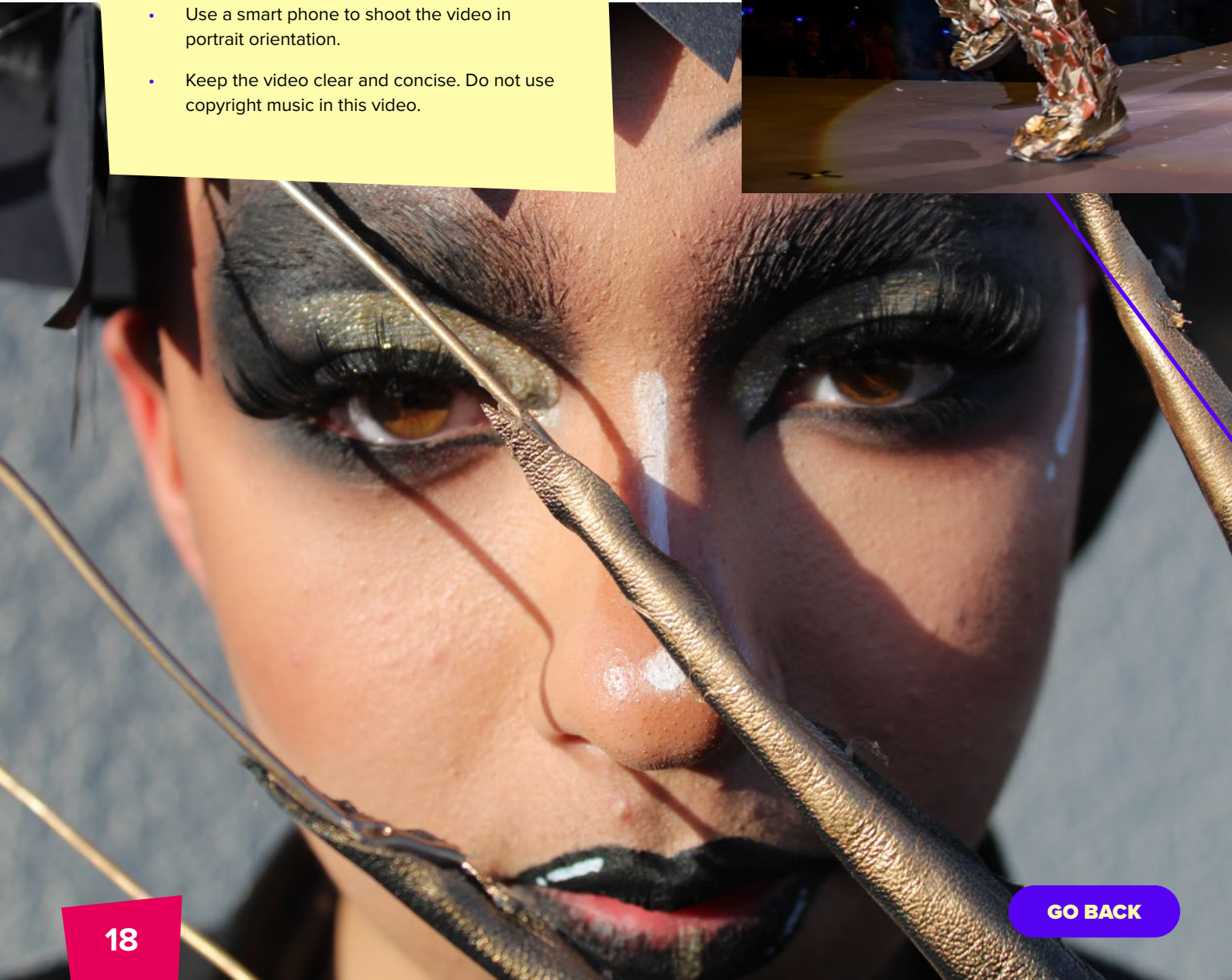
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# VIDEO TIPS

We want to know what goes into making your outfit! Here are some things to consider.

- Video should be maximum 60 seconds.
- Show us your design. What materials have you incorporated in the creation?
- Perform your dance routine - for the digital competition there will be a performance lasting up to 30 seconds maximum.
- Inspiration behind the design.
- Use a smart phone to shoot the video in portrait orientation.
- Keep the video clear and concise. Do not use copyright music in this video.





# RULES OF ENTRY

## APPLICABLE TO THE JUNK KOUTURE 2021 COMPETITION

The following rules are designed to ensure that Junk Kouture is conducted as fairly and as efficiently as possible and are subject to change at any time at the sole discretion of Junk Kouture. Infringement of any of the rules listed below may lead to exclusion, at any time, of individuals or schools from present and/or future participation in Junk Kouture.

Junk Kouture will and requires that participants will at all time comply with Government Guidelines (as per individual country) as may be issued from time to time during the Covid-19 pandemic, and reserves the right to make changes at any time to the below rules as may be necessary to ensure such compliance.



### 1. GENERAL RULES

- 1.1 The Junk Kouture Digital Fashion Competition is organised by Junk Kouture Ltd. by whose decision on all matters relating to the Competition will be final.
- 1.2 There is no fee for participating in Junk Kouture. Entries and all associated documentation must be submitted via the Junk Kouture app.
- 1.3 A design will not be considered for judging unless all parts of the application process are completed on the app.
- 1.4 The competition opens on 25th January 2021 and the closing date for receipt of entries is 6pm (GMT+1) on 19th April 2021 for all participants in all six countries. Under no circumstances will late entries be accepted.
- 1.5 Designers must be in post-primary education and aged between 12-18 at 30 June 2021.
- 1.6 Designers can win the title of Junk Kouture Designer of the Year in their territory on more than one occasion. Previous winners of the title are eligible to re-enter the competition in subsequent years.
- 1.7 Designs that have been entered in other competitions can be accepted as entries to the Junk Kouture Recycled Fashion Competition, provided that this information is stated in the application entry and provided there is no third-party restriction on entry.

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- 1.8** Submission of an entry will not ensure the acceptance of a design as a national grand finalist for the world digital final in 2021. A panel of screening judges will select the designs to go forward to this as a national grand finalist and the judges' decisions are final.
- 1.9** Designers taking part will be entered into one overall competition, from which various prize winners are selected.
- 1.10** Students attending Primary Schools or Third Level Colleges are NOT eligible to enter.

## 2. EDUCATOR REGISTRATION

- 2.1** Each team requires an assigned educator in order to compete in the Junk Kouture competition, educators (usually teachers) are invited to register as a Junk Kouture member on our app from December 2020.
- 2.2** When registering as a JK member on the app set your account type to educator. When a creator enters the competition, they will be able to link an educator to their design.
- 2.3** Should a design be selected as a national grand finalist; educators will be requested for documentation to confirm status. Further information around this to follow in advance of the virtual grand finale.

## 3. CREATOR COMPETITION REGISTRATION

- 3.1** Participant registration opens on 25 January 2021 and closes on 19 April 2021.
- 3.2** Competition Registration should include the below information:
  - You **MUST** select the competition applicable to the country you reside in. For example if you live in Florence, Italy you **MUST** enter the Milan competition and cannot enter any other competition location. Failure to adhere to the rules will result in exemption from entering.
  - Design team names (maximum of three team members) contact number and school information (name of school and location in country).
  - Design description: this should include the idea and inspiration behind the creation, listing materials, how it was made, how it promotes sustainability, key messages.

- Design materials: all materials used must be listed.
- Photographs: clear images of the design must be included. One image must display the design in its entirety.
- Music: student must upload no more than 30 seconds of music, which will be used for the performance. This music must be uploaded in mp3 format. It is the student's responsibility to ensure that any changes to the music upload are completed by 19 April 2021 as selections cannot be changed afterwards.
- Team Video: A 60 second video of your creation.

- 3.3** All sections of the competition registration must be completed in order to be considered in the initial judging stages.
- 3.4** Junk Kouture designs must be submitted as either an individual or team application via the Junk Kouture app. Junk Kouture will not accept any other form of applications.
- 3.5** A designer can only enter one design into the competition, whether they are entering as an individual or as part of a team. If a designer has entered a design that does not qualify for the international grand final, they cannot be added to a qualified design team.
- 3.6** Teams can consist of a maximum of 3 people.
- 3.7** Individual designs may be submitted in the competition and once submitted cannot be re-classified as a team submission (i.e. no further team members can be added).
- 3.8** To enter the competition all team members must be registered on the JK app. One member of each team will be responsible for submitting all the relevant information required for competition entry. The final application should reflect the co-ordinated efforts of all registered team members.
- 3.9** In exceptional circumstances, teams may wish to decrease or increase the number of people participating in their accepted design team (maximum 3 students). Any such proposed changes need to be submitted to Junk Kouture before the 01 April 2021 via the Junk Kouture platform, detailing the proposed change(s) and the exceptional circumstances necessitating them. Failure to do so will lead to the proposed changes being rejected and the design being judged in the original grouping in which it was entered. Junk Kouture's decision as to whether such changes are acceptable will be final.



**3.10** It is expected that most of the work for a design will be conducted in school, home, or the outside environment (i.e. after-school club). Designers should seek guidance and advice when creating their entry, however the final design must be created and completed only by the designers involved. Please make sure to adhere to local COVID-19 guidelines.

**3.11** It is not a requirement for all team members to be from the same school, the information of each school must be entered on the application form.

**3.12** You must assign an educator to your design in order to enter the competition; this is usually an art teacher. Should a design be selected as a territorial grand finalist; educators will be requested for documentation to confirm status. Further information around this to follow in advance of the virtual grand finale.

**3.13** Designers are responsible for the promotion of their design.

**3.14** Designers must refrain from making statements and claims that may bring Junk Kouture, the competition and relevant stakeholders, into disrepute. Failure to do so, will result in expulsion from the competition.

**3.15** Junk Kouture will use designers' personal information only as set out in its' privacy notice which can be found here <http://www.junkkouture.com/privacy>. If a designer wishes to access their personal data, delete, or update information, they can do so by contacting Junk Kouture.

## 4. MATERIALS

**4.1** All materials used by designers must be recycled or repurposed. New materials are prohibited.

**4.2** All materials used must be safe to model and exhibit, and must not contain any pyro, toxic or dangerous materials. Should a designer be unsure, they should consult Junk Kouture by email.

**4.3** Designers are prohibited from using any alcohol, tobacco or drugs branding or packaging unless these are being used to promote the harmful effects of misuse.

**4.4** Designs that have been entered into Junk Kouture in previous years will not be accepted unless the design has undergone significant further development and enhancement.

## 5. NATIONAL GRAND FINALISTS - WORLD DIGITAL FINAL 2021

The below, are applicable only to designs qualifying for the international digital world final. Please note that due to the virtual nature of the 2021 event, additional 'Virtual Event Rules' must be accepted by qualifying designers before they can take part in the event. These will be provided on notification of qualification.

**5.1** Upon being selected as a grand finalist, designers should confirm acceptance of having their design included in the virtual event with Junk Kouture.

**5.2** Design teams will be responsible for providing additional content to Junk Kouture about their design in advance of the show. There will be specific guidelines to adhere to for show production. Information on this to follow.

**5.3** Designers will be responsible for their own hair and make-up and any design requirements in advance of the recording days and stream i.e. alterations and fixings.

**5.4** Junk Kouture will not accept responsibility for damage to, or loss of, design materials or personal belongings.

**5.5** Qualified designers may be required to travel to the city location within their country for a filming day in advance of the digital grand final. Details of this requirement will be provided to each designer in advance of the show.

## 6. JUDGING PROCESS

**6.1** The judges are responsible for the selection of winners. These decisions are final.

**6.2** The judges reserve the right to withhold awards in the event of designs not reaching satisfactory design standard and live performance.

**6.3** The judges reserve the right to withhold awards and exclude designs if designers have not adhered to the rules and regulations of the Junk Kouture competition.

## 7. VOTING

- 7.1** A percentage of the judging process is determined by public vote.
- 7.2** Voting will take place on the JK app, you must be registered on the app to vote. Further information around this to follow in advance of the virtual grand finale.

## 8. AWARD WINNERS

- 8.1** Junk Kouture award winners will be selected and announced on the night of the digital world final stream.
- 8.2** The Junk Kouture World Designer of the Year may not represent any other organisation until the following year's winners are announced.
- 8.3** Award winners must consent for Junk Kouture to access their design for company purposes where required for up to 12 months post competition.

## 9. PRIZES

- 9.1** Junk Kouture will award prizes for the following categories:
- Junk Kouture World School of the year
  - Junk Kouture World Designer of the Year
  - Designer of the Year - Milan
  - Designer of the Year- Paris
  - Designer of the Year- Dublin
  - Designer of the Year- Dubai
  - Designer of the Year- New York
  - Designer of the Year- Dublin
  - Junk Kouture Emerging Talent Award
  - Junk Kouture Glamour Award
  - Junk Kouture People's Choice Award
  - Junk Kouture Young Designer Award
  - Junk Kouture Circular Fashion Award

The full list and details of prizes is available on the Junk Kouture website.

- 9.2** All awards (trophies) will be sent to the winning design teams after the grand final event (designers will be required to supply contact address to Junk Kouture).
- 9.3** The prize fund for the Junk Kouture World Designer of the Year and World School of the Year will be paid by bank transfer to the individual account supplied.
- 9.4** The scholarship contribution for the Junk Kouture World Designer of the Year will be paid directly to the intuition. Further details of this to follow.
- 9.4** Junk Kouture will hold a presentation with the World Designer of the Year - details to be confirmed post virtual grand final.
- 9.5** Junk Kouture shall endeavour to send all prizes and pay all prize monies in accordance with and subject to these rules on or before 30th July 2021 but Junk Kouture shall have no liability for failure to pay monies on or before such date.

## 10. PHOTOGRAPHS / VIDEOS

- 10.1** Junk Kouture requires that participants give consent at time of application for use of design images. Junk Kouture retains the right to use any design photographs uploaded by participants on the app in the Junk Kouture competition in accordance with our privacy notice. Should designers wish to opt out of this, they should notify Junk Kouture by email.
- 10.2** Junk Kouture reserves the right to use images/ videos from any Junk Kouture events for promotional and marketing purposes, both online and in print, in accordance with its' privacy notice. Junk Kouture is under no obligation to make use of any photos taken at the events.
- 10.3** Junk Kouture retains the right to publish information in regard to all designs entered the Junk Kouture competition in accordance with our privacy policy.



## 11. INTELLECTUAL PROPERTY

- 11.1** Design content and materials remains the property of the designers but must be made available for Junk Kouture for publication or exhibition purposes for up to 12 months post competition.
- 11.2** Design content and materials must be made available for use of Junk Kouture partners and sponsors, when required for up to 12 months post competition. In these cases, design teams will be issued no fewer than 14 days' notice prior to the event. All partners must hold relevant insurances for use of designs.

## 12. PARTNERS / SPONSORS

- 12.1** Participants may be subject to promotional activity from partners / sponsors. This activity must be approved by Junk Kouture beforehand, with designers and educators being informed of this prior.
- 12.2** Participants will not be subject to any unlawful promotions, or indeed, be required to partake in promotional activity deemed unsuitable by Junk Kouture. These cases will be examined on a case-by-case basis by Junk Kouture.
- 12.3** Participants may be required to become involved in publicity and advertising campaigns for Junk Kouture. This activity will be outlined to the designer's legal guardian in advance and will then require approval from the designer and their guardian.

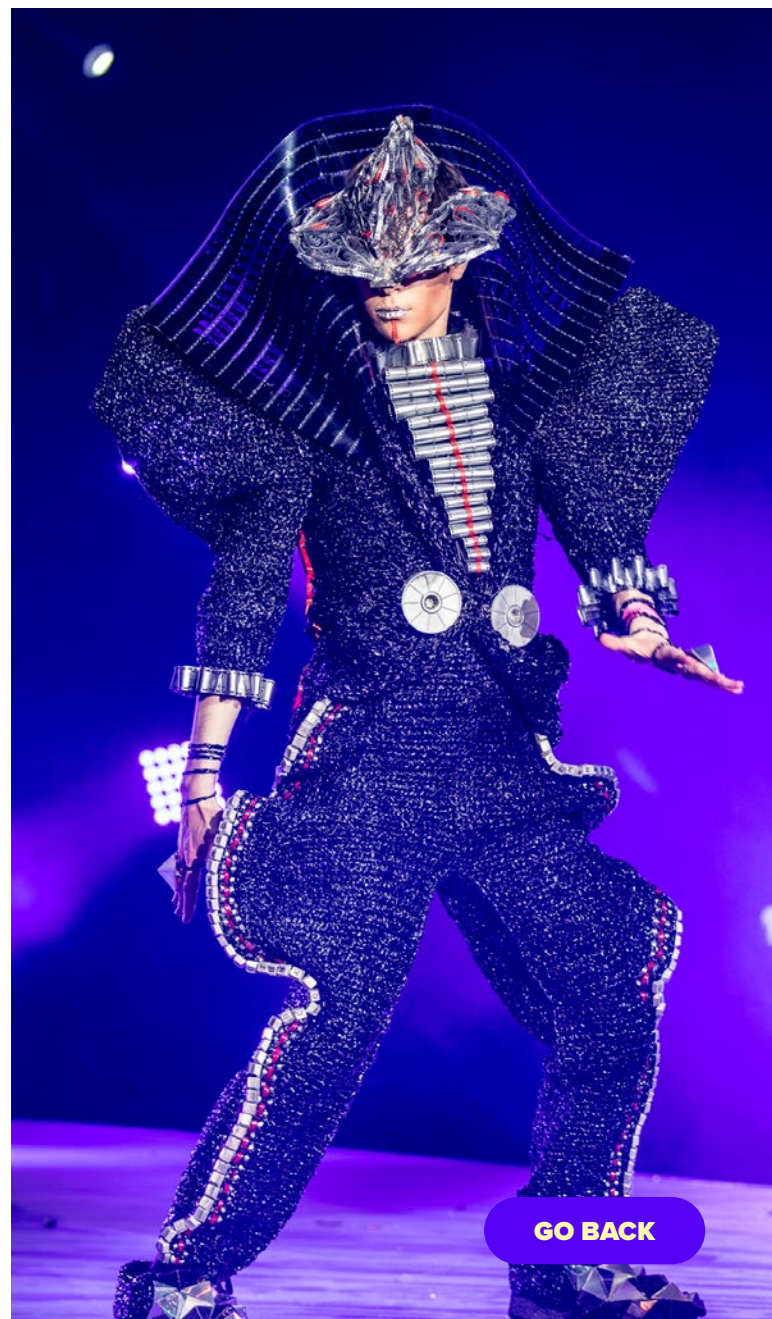
## 13. RESPECT FOR JUNK KOUTURE VALUES

- 13.1** Junk Kouture expects all relevant stakeholders to respect the values and standards of Junk Kouture, as listed in the Junk Kouture Values.
- 13.2** Junk Kouture respects the right to privacy. Full details are included in the Junk Kouture Privacy Policy.

## 14. JUNK KOUTURE FILM 2020

For Irish Digital Final only.

- 14.1** Entrant must document the journey of a current Junk Kouture designer
- 14.2** All music included in the video must be rights free or original.
- 14.3** The film entry must be no more than 5 minutes.
- 14.4** The film must be shot horizontally.
- 14.5** Applicant must be aged between 12-18 years old.
- 14.6** Camera and editing applications are irrelevant- create with whatever you have access to.
- 14.7** The judges' decisions are final on selection of the winner.



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# JUNK KOUTURE COVID-19 MEASURES

## GUIDELINES FOR 2020/2021

If entering the Junk Kouture competition in a group, please adhere to all local and government guidelines surrounding public health measures linked to the COVID-19 pandemic.

Read your local guidelines here

**IRELAND**

**NORTHERN IRELAND**

**WALES**

**SCOTLAND**

**ENGLAND**

**ITALY**

**FRANCE**

**NEW YORK**

**DUBAI**



If you choose to work in a group, we advise that you do so with social distancing measures in place. Here are our tips on how you can do it with ease:

- Utilise video calls with your design team to brainstorm ideas, experiment with techniques, set the schedule, and distribute tasks.
- Ask the team model to take his/her measurements to send to the team to begin construction.
- Make use of mannequins where possible.
- Distribute tasks to your team over a video call i.e. one member to work on the top half of the design, the headpiece, the shoes etc.
- If working on a design within a household, ensure to abide by the government's advice on social gatherings i.e. the number of visitors permitted to meet per a set number of households.
- Wear face coverings when collecting materials and meeting up as a team.



# JUNK KOUTURE DIGITAL JOURNEY

## THE TIMELINE

You can start your design journey at any time, the below is only a guideline

### OCTOBER 2020

- Download the handbook and read carefully.
- Follow our social channels @junkkouture and set up an account to document your design journey.
- Decide to enter alone or in a team (maximum 3 people).
- Brainstorm ideas- what story will you tell through your design?

**Tip:** Check out our gallery on Facebook from previous years for ideas.

### NOVEMBER 2020

- Sketch your vision
- Start to gather materials - why not use an unusual material? So many are single use!
- Begin the construction - head over to our [YouTube channel](#) to see the many ways to start.
- Download the Junk Kouture app from app store in December 2020 and become a JK Member

**Tip:** Document your journey on your designs social media page and keep an eye out on our pages for a chance to be featured.

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## DECEMBER 2020

- Continue with design construction
- Check out our videos on design techniques to consider incorporating into your design. We'll be posting links to these on our social channels

**Tip: Manipulate materials away from their own original form to really impress the judges.**

## JANUARY 2021

- Review your design
- Can any more materials be incorporated?
- Begin the construction of accessories, shoes, headpiece.
- Registered on the app? Enter the competition from January 25th

**Tip: Consider your design from head to toe. Can you see clearly with the headpiece, can you walk in the shoes?**

## FEBRUARY 2021

- Continue to perfect your design!
- Look at the award categories - which award are you striving to achieve?
- Upload videos and images onto your design's social media account. Show us how you are creating your design!

**Tip: When uploading content to social media, make sure to tag us @junkkouture so we get notified and use the hashtags #jkdigital #junkkouture**

## MARCH 2021

- Experiment with make-up that compliments your creation.
- Try on your design! Is the silhouette how you imagined?
- Work on the finishing touches.

**Tip: Consider up close attention to detail. Does your garment have the WOW factor both far away and up close?**





## APRIL 2020

- Photograph your design and upload images to the app.
- Create a short video of your design (1 minute long) and upload to the app.
- Make sure your design is registered by the closing date - 19th April.
- Get your family and friends to register on our app to vote for your design. Voting starts 26th April.

**Tip: Check out our photography and video tips. We will be posting these on our social channels.**



## MAY 2020

- Continue to vote for your design
- Get your votes in before 10th May.
- Tune in to our Insta Lives taking place from 24 May - 29 May when we will announce the 2021 national grand finalists daily.

**Tip: Promote your design in your community and on various social media platforms to amplify your votes.**



## JUNE 2020

- If you are a lucky National Grand Finalist, get prepared for the Global Digital Grand Final taking place in June (date t.b.c.)
- Choose a song to compliment your design (30 seconds)
- Choreograph a performance

**Tip: Check out our performance tips. We will be posting these on our social channels.**



# RESOURCES

## FOR PARTICIPATING IN JUNK KOUTURE DIGITAL

### PINTEREST

Needing inspiration to kickstart the next step of your JK Journey? Visit the Junk Kouture Pinterest Boards to find a set of resources we have put together to inspire and set your imagination alight!

**FOLLOW US**

### ONLINE MASTERCLASSES

Feeling inspired? What's your next step? Keep a close eye on our socials for announcements on our exciting new online masterclasses. Learn a new skill in fashion design from accredited fashion designers as they demonstrate design techniques and practices you can apply to your creation.

### WEBINARS

Are you an educator looking to master all things Junk Kouture to encourage your student's involvement? Sign up to our online webinars with a JK expert that will run from October to December and cover all you need to know about getting started, going digital, and much more!

### YOUTUBE

For more design tips, inspiration and announcements be sure to subscribe to our channel!

**SUBSCRIBE**



TEN WORLD FINALISTS FROM EACH CITY  
SIX JUNK KOUTURE DESIGNERS OF THE YEAR

# ONE JUNK KOUTURE WORLD DESIGNER OF THE YEAR

**Scholarship contribution to the value of  
€5,000 per academic year (for 3 years)**

The most esteemed Award of all;  
presented to the overall winner of the  
Junk Kouture World Competition.



## JUNK KOUTURE WORLD SCHOOL OF THE YEAR

**€ 25,000 FOR SCHOOL RESOURCES**

This Award is presented to the school of the World Designer of the Year. The fund should be used to enhance school resources.

## JUNK KOUTURE PEOPLE'S CHOICE AWARD

**APPLE PACKAGE - MACBOOK PRO, IPHONE 11, AIRPODS, IPAD + €1,000 CASH PRIZE**

The crowd's favourite entry voted by the judges and the fans at home!

## DESIGNER OF THE YEAR MILAN, PARIS, DUBLIN, DUBAI, NEW YORK & LONDON

**APPLE PACKAGE + €1,000 CASH**

The prestigious National Award for an entry in each country showcasing a spectacular eye for detail, innovation, and concept behind the design.

## JUNK KOUTURE EMERGING TALENT AWARD

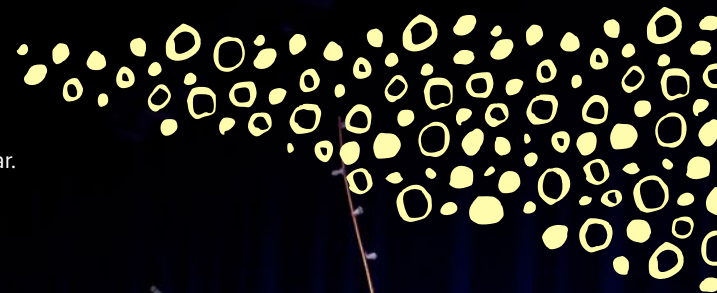
**APPLE PACKAGE**

This award acknowledges the craftsmanship, detail and creativity demonstrated by a designer/team that the judges feel are on the tip of the iceberg of their fashion design career.

## JUNK KOUTURE GLAMOUR AWARD

**€1,000 HAIR & BEAUTY VOUCHER + FASHION SHOOT WITH AN ESTEEMED STUDIO**

Awarded to the entry that oozes glamour and sophistication. A design fit for the red carpet and believed to have something that little bit special.



[GO BACK](#)



## JUNK KOUTURE YOUNG DESIGNER OF THE YEAR AWARD

**€1,000 WORTH OF RESOURCES AND MATERIALS + IPHONE 11**

Celebrating a remarkable design created by a designer/design team aged 14 or under.

## JUNK KOUTURE CIRCULAR FASHION AWARD

**€1,000 WORTH OF RESOURCES AND MATERIALS + IPHONE 11**

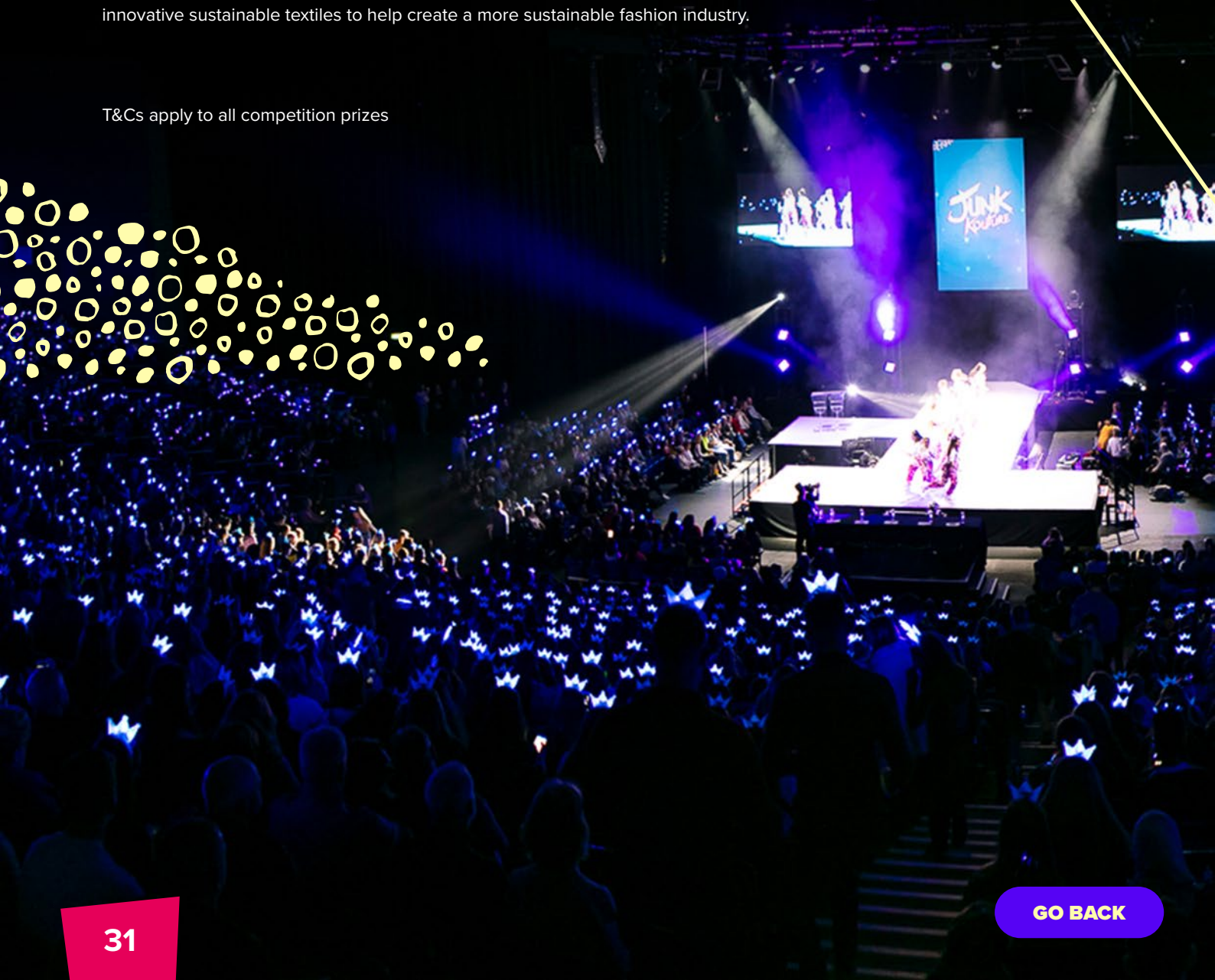
The impressive entry that considers the life of the design following the competition and its impact on the environment. Awarded to an entry created using at minimum 85% materials that can be easily separated and readily recycled once its existence is nonessential.

## SUSTAINABLE TEXTILES AWARD

**€1,000 WORTH OF RESOURCES AND MATERIALS + IPHONE 11**

Awarded to a design challenging the conventional and creating the unimaginable with innovative sustainable textiles to help create a more sustainable fashion industry.

T&Cs apply to all competition prizes



# WHAT OTHERS HAVE TO SAY

“



It's brilliant because the designers are all young and they're all enthusiastic and you can't buy that ... it's about young talent and that's what I love. It's the X Factor of fashion and it's about finding young talented, hardworking people that are dedicated and inspirational and people that want to be in fashion but they're making it out of junk - that's the most incredible thing about this.

**- LOUIS WALSH**

With Junk Kouture, we are inviting the high-fashion designers of the future to fashion incredibly creative ensembles entirely from recyclable materials and I cannot wait to see what the talented students of Ireland bring to the stage.

**- MICHELLE VISAGE**



”



Junk Kouture inspires young people to design, create, collaborate and challenge the status quo.

**- REVOLUT**

Through Junk Kouture I discovered that Art is not just about painting but much more, that fashion is a form of art and this opened my eyes that art is all around, this created a new way of looking at the world. If I had not participated in Junk Kouture in second year in school, I would not have discovered my flare and love for fashion leading me to choosing Art as a GCSE. At present I am starting second year of a B-tech in fashion at Belfast Met and will be applying to universities to study fashion and someday have a career in the fashion industry.

**- RACHEL IRWIN, 4 TIME JUNK KOUTURE GRAND FINALIST, 2018 IRISH REGIONAL WINNER**



Junk Kouture has shaped me into who I am and who I will become in the future, I never considered fashion as a choice in university until my experience with the competition, I always wanted to do art but with my successes in fashion I definitely want to proceed in that direction and make my footprint in the fashion world.

**- MARIUSZ MALON, 2017 OVERALL JUNK KOUTURE DUBLIN WINNER**



# PREVIOUS WINNER SPOTLIGHT

**Name:** Maxim O'Sullivan

**Age:** 18

**Currently:** I am currently in my first year of Fashion Design at Limerick School of Art and Design



## MY JUNK KOUTURE EXPERIENCE

I originally discovered Junk Kouture in 2014, in my first year of secondary school, Pobalscoil Chorea Dhuibhne in Dingle. After seeing posters of other designs on the walls, I knew I simply MUST participate! So, in 4th year, with 2 girls from my class, we made a design based on ocean waste named Aquaria. We got a silver ticket that year in 2018 and got to the regional finals in UCH Limerick. Coming home in the car the day after with my family, I started brainstorming and bouncing ideas off them, as I knew I wanted to participate in Junk Kouture again! I decided to base my design on the Phoenix Cinema in Dingle, which has been in my family for 40 years. I spent a year on my design, coming up with many different ideas and iterations of my design. The most challenging part was deciding on what to make, as I had so many ideas!

The basis of my design was film trailer reels, VHS tapes and DVDs, all redundant, but waiting to be used! I crocheted, loom knitted, wove, and quilled these all together to make my design deciding on Cinematic as the name, as I thought it encapsulated all my ideas for the design the best. I entered in 2019 and had a great time both at the live events and online, interacting with other contestants. I made so many friends and my self-confidence grew, as I never had something growing up that brought me together with so many likeminded people as Junk Kouture. I'd recommend Junk Kouture to anyone, as the minute you've entered, you're already a winner, and have achieved so much.

For me, Junk Kouture means so much. The final outfit and the competition is really the cherry on top- the making and the opportunity to do such a thing is where the magic lies. The 4 pillars of Junk Kouture definitely described my JK journey!

**INSPIRE** - I was inspired from 1st year to do Junk Kouture and gained all the inspiration that went into my design along the way too.

**CREATE** - definitely a big part of any outfit, this pillar is, for me, what makes Junk Kouture so unique- taking trash and turning it into literal treasure.

**EMPOWER** - the entire Journey of Junk Kouture was so empowering to me in so many ways- social, creative, and personal.

**SUCCEED** - I achieved personal success with Junk Kouture and consider all of what I learnt and who I met to be a total success, and everything after that was the cherry on top!



# JUNK KOUTURE FILM

## JK SHORT FILM COMPETITION

The Junk Kouture Short Film Competition offers an opportunity for emerging screenwriters and filmmakers from across Ireland to have their film broadcast on live television. The competition welcomes submissions of up to five minutes in length that tell the story of a 2020 JK design journey. Films should capture the inspiration behind the art, the idea generation process, the design, build and the materials used.

**APPLICATION DEADLINE  
12TH NOVEMBER 2020**



# JUNK KOUTURE



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