



**MaxMara Womenswear Design Prize  
in collaboration with the  
British Fashion Council**



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# Project Outline

- This project is part of MaxMara's initiative in collaboration with British Fashion Council to foster young creative talent. It offers 2009 UK fashion graduates the opportunity to win fully paid design placements to three students at the company's headquarters in Reggio Emilia, Italy. The placements will last from July to November 2009, with the possibility of leading to longer term contracts.
- In addition to their placements, the three winning students will also be given a prize of respectively:
  - £2,000: 1° prize
  - £1,500: 2° prize
  - £1,000: 3° prize
- In recognition of the high quality of UK's education system, and of the contribution that the schools make to the formation of creative talent, there will also be awards to the winners' colleges of respectively:
  - £ 5,000 for the college of the 1° prize's winner student
  - £ 3,000 for the college of the 2° prize's winner student
  - £ 2,000 for the college of the 3° prize's winner studentto be used for future teaching costs.



# Our Design Philosophy

- The book “Coats”, which accompanies our itinerant retrospective exhibition, describes the history of the company and how creativity has always been an essential feature of its activity.
- The MaxMara design philosophy has always focused on the anticipation of the consumer’s needs. In other words, real clothes for real women. Whenever new markets have been seen emerging, new lines have been introduced to appeal them.
- Today there are more than 30 lines aimed at specific consumer profiles. MaxMara and Sportmax are the ones that you will be probably most familiar with, because they have runway shows. But shows are only part of what we are about, and only part of what fashion is about.



# Our Design Philosophy

- At whatever price level it is operating, the main objective of any line is to make direct appeal to the consumer, and the good design is essential for this. Our designers are valued for their ability to understand the consumer and anticipate the relevant trends.
- We look for designers with abroad culture awareness, a curiosity about what is happening in music, cinema, art, architecture, economics and anything else that will influence the taste and spending habits of the consumer.

# The Brief

- We suggest that you begin by exploring the world of MaxMara (store in Bond St. selling MaxMara, Sportmax, Weekend and 'S), Marina Rinaldi (store in Bond St. with equivalent line for larger sizes), Max & Co. (corner at Fenwick's). You can also surf through the group websites ([www.pennyblack.it](http://www.pennyblack.it), [www.marella.it](http://www.marella.it), [www.maxandco.com](http://www.maxandco.com))
- Analyse who you think the various lines are aimed at and where you feel the greatest affinity as a designer.
- We would then like you to select both existing clothing accessory or accessory line and explore a new direction that would appeal to a new generation of consumers.

# The Brief

- You should contextualise your approach with cultural references that describe the consumer group you aim to address and a visual description of their lifestyle: where does she live, what kind of music does she listen to, what kind of car does she drive, what kind of food does she eat, what kind of book does she read?
- Then develop a clothing or accessories range of 8-10 looks which tells us what kind of clothes she would wear. More than just a new length or a new silhouette, this could be a new way of dressing, imaginative and at the same time real.
- Your design submission should include your consumer profile, design inspiration and drawn up capsule collection.



# Project Schedule

- **December 5<sup>o</sup> 2008:** deadline for entries to:  
British Fashion Council,  
5 Portland Place,  
London W1B 1PW.
- Entries should be marked for attention of:  
**Katie Bain**  
**katie.bain@britishfashioncouncil.com,**  
**contact number +44 (0) 20 7636 7788.**
- **Early January 2009:** 10-15 entrants will be shortlisted as finalists.
- **End of January 2009:** the 10-15 finalists will be interviewed by a panel consisting of international press, fashion and academic representatives, in the BFC offices in London. They will be invited to bring their portfolios and supporting work for the project. Further Information about the date will be given later.
- The winners will be announced at an event on the same evening.