

Competition brief

REINVENTING THE DENIM JACKET

Entry requirements

Made to Measure' seeks to highlight, develop and promote the real, practical skills of fashion design through an exciting and challenging competition for students and recent industry recruits. Now in its third year, the competition offers a unique opportunity for entrants to test their practical abilities and develop their skills. It covers all aspects of the creation of a garment, from the research and design stage through all the processes to completion. The gold winner will receive a week's work experience at Debenhams.

Entry is limited to five competitors from any one organisation.

WorldSkills London 2011 eligibility criteria: The rule for the WorldSkills competitions states that competitors are required to be under the age of 23 in the year of the competition; This means that for the WorldSkills London 2011, competitors must be born on or after 1 January 1989.

Competition structure

Enter the competition at www.worldskillsuk.org by 19 March 2010

The Made to Measure competition is set over three stages and an awards event. The activities associated to each stage are outlined in more detail on page 3.

Stage one: submission of design work

- A4 or A5 research sketchbook (60% original sketches to 40% sourced reference and research material)
- 2 x A3 pages illustrating in colour you jacket designs (show the total look you want to create)
- 2 x A4 technical/working drawings of you jacket designs (black line drawing on white paper. Front and back views are mandatory)
- Submit your designs to UK Skills by 26 March 2010 to:
UK Skills co/WorldSkills UK Made to Measure: fashion design
36 Queens Street
London
EC4R 1HJ

Stage two: two day live competition, Northumbria University

- Highest scoring competitors from stage one are invited to compete in a 'live' competition
- Candidates are required to construct a pattern and first toile of ONE of their submitted designs (judges select which design is to be made)

Stage three: two day UK live final competition, Northumbria University

- Highest scoring competitors from stage two are invited to compete in the 'live' UK final
- Competitors will construct their final garment using the fabric specified in the brief

Project brief

We hope this brief inspires you to create fresh, exciting design work. However, the unique challenge of Made to Measure is then to realise your vision by accurately using your practical skills, taking your sketch through to a final garment in just 12 hours over 2 days.

Reinventing the denim jacket: An iconic item of casual wear, with roots in authentic work wear, the denim jacket is enjoying a recent revival. Designers such as Balmain, Alexander Wang, Marc Jacobs and many others have presented their own unique versions, which have been snapped up by fashion lovers, music stars and celebrities including Rhianna and Chloe Sevigny.

The garment: Research, design, cut and construct a denim jacket for women, relevant for 2010/11.

Be inspired by researching the authentic history of the denim jacket and begin by looking at vintage items such as the original Levi's Trucker Jacket, and the classic 70's Wrangler jacket. Then let your imagination and creativity soar. Your re-invention can be rugged or elegant or pared down; shapes can be neat or oversized. The final result could be for day or evening, and may be chic, bohemian, rock or punk inspired. In today's climate, re-invention could also mean re-using existing denim pieces. We will supply indigo denim for those who reach stage three of the competition, but also we would encourage entries to be created from used denim, personally sourced from charity shops etc.

The details: Jacket designs MUST include a collar, cuffs, sleeves and pockets

The fabric: Denim is a perennial wardrobe staple. In 1969, American Fabrics magazine stated, "Denim is one of the world's oldest fabrics, yet it remains eternally young." This association with youth and often of rebellion is part of denim's great, long-lasting appeal.

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The bibliography:

100 New Fashion Designers, Hywel Davies, Laurence King ISBN 978 1 85669 571 8

Denim: From Cowboys to Catwalks - A Visual History of the World's Most Popular Fabric. Paul Trynka and Graham Marsh. Aurum Publishing, ISBN 1 84513 1118

Delirious Denim – Zhang Huiguang and Lui Lv. Southbank Publishing ISBN 978-1-904915-25-6

<http://www.levistrauss.com/Downloads/History-Denim.pdf>

<http://www.guardian.co.uk/lifeandstyle/2009/may/20/shortcuts-denim-jacket-fashion>

The Detail

Stage one: Design submission (Deadline 26 March 2010)

The sketchbook: Submit a sketchbook, revealing evidence of your personal design research into the history of the denim jacket, in addition to researching current and future trends. Research relevant

work of both new and established designers.

Your sketchbook should also include some primary research sources of inspiration and this could include your own photographic references of the real 'street fashion' of your peers, visits to vintage denim stores etc. The sketchbook should be of at least 15 pages to 30 pages of A4 or A5.

Fabric research: Explore the possibilities available from modern denim fabric and the myriad weights, fibre compositions and denim shades that are on offer to fashion designers today. Use this information to inspire and inform your design work. Heavyweight, lightweight, stretch, various fibre mixes, and even use of the reverse side of the fabric can offer some inspiring options. You may want to research into the processes that transform denim from its original indigo blue state to the many washes and distressed finishes that modern production laundries can achieve for their final products.

The illustrated designs: Present 2 x A3 pages illustrating your initial ideas. These should be presented in colour.

The technical drawings: Proportion, seaming and stitching should all be considered, along with clear notes added where necessary to clarify your intentions.

Stage two: live competition (12 hours over two days)

Highest scoring competitors from stage one are invited to compete in the two day live competition. You will be notified via email whether your submission has made it through to the next stage.

Those selected will be informed in advance which of your submitted designs has been chosen by the judges for you to develop during stage two and subsequently stage three. You are advised to bring along a modified technical drawing based on the judge's constructive feedback given at stage 1.

At stage two you are required to draft patterns for your garment and produce a calico toile of the garment you have designed. (Cotton calico fabric and a basic block will be provided).

Stage three: UK final (12 hours over two days)

If you are successful and achieve a high score during stage two, you will be invited to compete at the UK final.

Between stage two and three you will be expected to work on refining your garment pattern, and to show your developments in an updated accurate technical drawing.

At stage three you are required to produce a final completed garment using the denim provided (or your own denim) and trimmings/components that you have sourced.

INFRASTRUCTURE

The following items will be provided during each live competition:

Pattern Cutting Table
Industrial Lock-stitch Sewing Machine
Industrial Over-lock Machine
Steam Iron and Press Board
Tailors Dummy – Size 12
Metre Stick
Zipper Feet (left / right / concealed)

Spools / Spool Cases / Needles for machines
Calico (weight according to project)
Spot & Cross Pattern Paper
Plain Pattern Drafting / Tracing Paper
Pattern Weights
Cream Thread for Machines

COMPETITOR TOOL KIT

Competitors must bring the following items with them to the each live competition:

(RECOMMENDED but NOT COMPULSARY)

Tape Measure
Tailors Chalk
Tracing Wheel
Drawing equipment (pens / pencils)
Scissors – Paper & Fabric
Stitch Ripper ('quick-un-pick')
Rulers, set square.
Pins
Hand Sewing Needles
Pattern Cutting Curves ('Pattern Master')
Pattern Block Size 12 (appropriate to garment)
Haberdashery for Chosen Garment
Pattern Notchers
Pattern Drill

Marking and assessment

Prior to entering this competition candidates must be able to demonstrate the following skills:

Technical skills: competitors must be able to:

- design garments,
- make and alter patterns using blocks
- mark, measure and cut
- use various machines efficiently
- press garments

Theoretical knowledge: competitors must know:

- the basic principles of design
- fabrics, trims, fusing and interfacing
- how to use industrial sewing equipment

The competition will be judged by a panel of industry experts. The judges' decisions will be independently moderated and quality assured before being confirmed. The judges will be briefed on assessment procedures prior to the competition.

The competition will contain both 'Objective' and 'Subjective' forms of assessment. Objective marking involves the candidate meeting strict criteria with a 'yes' or 'no' outcome, marks are deducted from a total for any faults recorded by the judges.

Subjective marking is based on the judges' individual opinions, the criteria is marked from 1-5. In order to make the competition easier to judge and for the marks to be generated efficiently it is

intended that judging of the competition will be spaced out over the two days.

Assessment methods will include; live observation, questioning and evaluation of the finished product. The judges' individual marks will be recorded and a final mark will be awarded per criteria based on an average of the individual marks.

Marks will be awarded by the judges as follows:

- A Research
- B Design & Creativity
- C Pattern Cutting
- D Garment Construction
- E Catwalk Appeal

For all subjectively marked criteria the following marking scale will be used:

- 5 Excellent work
- 4 Good work
- 3 Satisfactory level of work
- 2 Few of the necessary criteria executed
- 1 Poor standard of work

After marking the finished product, the results will be brought together and moderated. Once any outstanding issues have been resolved, winners will be announced.

Constructive feedback will be given on an individual basis.

Contact details

For general information about competitions please contact the WorldSkills UK contact centre:

Free phone: 0800 612 0742

Email: worldskillsuk@ukskills.org.uk

Web: www.worldskillsuk.org

Competition rules

The International WorldSkills Competition is built on the pillars of integrity, transparency, fairness, partnership and innovation. The WorldSkills UK Competition will be carried out with the same values and standards.

Competition judges and technical experts will observe the competition process at all times. They are tasked with assessing your work but also ensuring fair play.

Before the competition candidates will be allowed time to familiarise themselves with their work area and the equipment provided to them by the organiser. Appropriate training and health and safety information regarding safe working practices will be issued by a member of the host organisation. Technical support will be available during the competition to assist with the safe and effective running of the machinery only. They will not be able to advise competitors on techniques to be employed in the construction of garments or patterns. The competitor must make the organiser aware of any issues surrounding the equipment at the end of the familiarisation period, if not before.

The competition rules are as follows:

- All competitors must bring the required tool kit.
- The use of mobile phones is not permitted during competition working time.
- Design work submitted prior to the competition (for stage one) must be verified as having been carried out by the candidate and no other external person.
- Competitors must arrive at the competition area in good time unless the circumstances are exceptional.
- Leaving the competition area for any time except for designated breaks will be counted as competition time.
- If during the competition a competitor feels then must leave their work area (e.g. for medical reasons, toilet breaks, machine breakdowns) they must have the time recorded on a 'time-out' sheet by a member of staff.
- All tasks to be carried out within the competition environment unless specified. If extra time is required, it is at judge's discretion if this is allowed.
- All competitors to work within health & safety regulations. E.g. Long hair to be tied up when operating machinery. Appropriate clothing worn.
- Training will be provided during the familiarisation session on the use of the supplied equipment.
- Competitors should ensure that they have prepared ALL the required materials and equipment during the familiarisation session, no further materials will be provided during competition time.
- The competitor is responsible for the safety and security of all equipment and auxiliary material brought by him/her.
- Competitors should ask technical questions about the competition during the familiarisation session only.
- Competitors must not take any of their test project materials away from the competition site during the two days of the competition.
- All competitors should behave in a professional manner and respect other competitors' work space.
- All competitors to design within the constraints of the specified brief.
- Presentation materials are limited to the items listed in the brief and items produced during the live competition.
- Competitors must not interfere with any other competitors work or work area.
- Competitors must maintain a clean and safe work environment during the competition.
- Ensure that competition area is clean in good time at the end of day two.
 - Competitors must wait for the competition organisers to give the order to commence work each day, and the competitor must cease work immediately at the end of each session upon the same orders.

Competition partners

The WorldSkills UK Made to Measure competition is managed by UK Skills in association the WorldSkills technical expert Victoria Mawhinney.