

# Hempel Award

## the 31<sup>st</sup> China International Young Fashion Designers Contest

Hempel Award, Set Sail Again  
To Realize Everyone's Dream of Fashion

### Origin

"Hempel Award" the 31st China International Young Fashion Designers Contest is the most influential and long-lasting international fashion design competition in China. It is co-sponsored by China Fashion Association and Hempel International Group. It shoulders the mission of "making creativity, produce value and expanding territory from an international perspective", and records the years of the development of China's fashion creative industry from a witness' perspective.

Set sail in 2023, embracing a new generation and gathering the stars. A new Fashion Challenge will be added to this competition to provide more benefits for the shortlisted designers.

### 1. Vision

- Recruit and discover excellent designers around the world;
- Support talents in the global fashion industry, match good products with good designs, so as to improve people's dress aesthetics and fashion sense;
- "Hempel Award" , with China's complete industrial chain as the core, open the recruitment of designers from home and abroad, build good products and good brands, in order for China's industrial chain to support the fashion dream in everyone's heart.

### 2. New Synergy

- First time in China + global designer +KOL+ supply chain
- 20+ famous designers from home and abroad
- 40+ well-known media from home and abroad
- 100+KOL
- 3000+ domestic and overseas designers
- 1000+ high quality Chinese garment supply chain

### 3. Theme of the Competition

Protogenesis· To be Reborn

The fusion of traditional culture and modernity

The fusion of the present and the future

The integration of man and his environment

Newborns grow in the original soil

The future comes from the past, and the past makes the future

### 4. Requirements for Works

- 1). Creative fashion design series in line with the theme of the competition (4~5 sets per series);
- 2). Entries must be personal original works that have not been published before, no multiple contributions with one draft;
- 3). With distinct times and cultural characteristics;
- 4). Unique style, fine production, complete sets.

### 5. Form of Expression

- 1). Fashion Design Draft: fashion design effect drawing (A3 paper size), style drawing, theme description and material sample display (5cm×5cm);
- 2). Physical Works: fashion series selected as design draft in preliminary evaluation;
- 3). Fashion Challenges: designated theme contest

### 6. Schedule

- 1). From April 02, 2023 to May 16, 2023, global registration and delivery of drafts
  - Domestic designers should send the fashion design draft, application form and Original Commitment Letter to the competition organizing committee. The organizing committee shall subject to the receipt of the physical design draft.

• **For overseas designers, please fill in the Application Form and Original Letter of Commitment Form send it to [hempelaward@126.com](mailto:hempelaward@126.com) together with the fashion design draft.**

**Note: Original Letter of Commitment Form please submit in PDF or JPG format with passport front page photocopy posted and handwriting signature. For fashion design draft, it is better to have a page that displays all looks together.**

*Application form and Original Letter of Commitment form please download from:*  
<http://www.fashion.org.cn/>.

2). From May 16, 2023 to May 30, 2023, the finalists for "Hempel Award" will be selected and the notification will be issued.

According to the fashion designs submitted by the contestants, the jury will select 25 to 30 groups of works for the final, and issue a notification after the announcement. The shortlisted designers will receive free copyright registration services provided by [www.fashionip.cn](http://www.fashionip.cn), China Fashion Intellectual Property Protection Center.

3). Fashion Challenge from June 1st to August 30th, 2023 (required for finalists)

- Choose two of the three designated topics
- 10 million level fanbase KOL participation
- Public designers and Hempel Award finalists enter together
- Display the whole process of design
- Online interactive reviews
- The winning entry becomes a marketable item
- The winning designer will receive merchandise dividends and the right to attend the "Hempel Award" awarding ceremony
- Specific challenge details will be announced after the shortlist

4). Offline awarding ceremony during China Fashion Week in early September 2023  
The award ceremony will be held during China Fashion Week in September, and the finalists will bring their works to Beijing for the final. The winners will be selected according to the performance of their works.

## 7. Composition of Judges

Domestic and foreign famous scholars, designers, fashion critics, artists, representatives from fashion media will formed a jury.

## 8. Award Set Up

**One gold prize** will be awarded **50,000 CNY** and one round-trip air ticket to China for one week.

**Two silver prizes, 20,000 CNY** and a round-trip air ticket to China, for one week;

**Two bronze prizes, 15,000 CNY;**

**One enterprise recognition award, 5000 CNY;**

**Several excellence awards, 2500 CNY;**

The winning designs will be turned into marketable products, and the winning designers will receive a share of profits and the right to attend the "Hempel Award" awarding ceremony.

The above awards are issued by China Fashion Association in certificate or trophy, the prize money is pre-tax.

## 9. Instructions for Competition

- 1). Fashion design draft should be submitted for application. Each collection is limited to 1 person to apply;
- 2). Young fashion designers under the age of 40 (born after January 1, 1983), regardless of nationality or region;
- 3). The finalists shall bear their own transportation expenses to Beijing for the final, and the organizer shall bear the accommodation expenses during the competition;
- 4). The winning works will be collected by the sponsor, who has the right to publicize, publish and display all the entries;
- 5). **The application deadline is May 16, 2023 (Beijing time)**

## 10. Contact Information

China Fashion Association - Hempel Award Competition

Contact: Xiao Wang (Sophia)

Tel: 0086-10-84562288 ext. 308

Email: [hempelaward@126.com](mailto:hempelaward@126.com)

Address: Organizing Committee of "Hempel Award", East 2nd Floor, Central Hall,  
No. 2, Jiuxianqiao Road, Chaoyang District, Beijing, 751 D·PARK .

Zip code:100015

Instagram: [hempel\\_award](#)

Official WeChat: [Hempel\\_International](#)

Website: [http://fashion.org.cn/news/202304/t20230401\\_4304057.html](http://fashion.org.cn/news/202304/t20230401_4304057.html)