



【Design】 The Great Wall of Juyong Guan • Connecting the World

2023 International Youth Design Competition (IYDC)

Invitation letter

Dear sir and madam,

We will usher in the 8th International Youth Design Competition (IYDC) on October 17th 2023. Beijing Institute Fashion Technology has invited over a thousand fashion designers who came from over a hundred of countries to participate since 2014. IYDC as the academic platform to presenting and promoting design works for international fashion institutes and young fashion designers, it received extensive attention from and was actively participated by international fashion colleges or institutes and fashion industry.

2023 IYDC is co-organized by Beijing Institute Fashion Technology and Changping District People's Government of Beijing Municipally. The 2023 IYDC is an essential part of "Great Wall Cultural Festival" series activities. Therefore, the relevant events of 2023 IYDC will be held on JUYONG Great Wall.

Many government officials, industry experts, well-known designers and representatives of fashion colleges and universities will attend the events. The 2023 IYDC will be a grand event in the international fashion education community.

Organization:

Organizer: Beijing Institute of Fashion Technology, Changping District People's Government of Beijing Municipally

Participating parties: China National Garment Association (CNGA)

Theme: 【Design】 The Great Wall of Juyong Guan • Connecting the World

"The Great Wall of Juyong Guan • Connecting the World" shows the essence of the thought of "inclusive of all rivers" in Chinese culture. Quoting the sentence from *The Analects of Confucius · Yong Ye* that "the golden mean is virtue, and it is as good as it is", advocating young designers to embody the golden mean, moral cultivation and

spiritual outlook in their creations. And “Tianxia” means looking at the world and demonstrating tolerance for multiculturalism, which echoes the spiritual theme of this competition. The theme of the competition is inspired by the Great Wall of Juyongguan. As one of the important world cultural heritages, the Great Wall expresses the spirit of the times of keeping peace, openness and inclusiveness.

The Award and Prize:

- Gold Award -1 person: RMB 50,000 (Before-tax), trophy and certificate
- Silver Award – 1 person: RMB 30,000 (Before -tax), trophy and certificate
- Bronze Award – 1 person: RMB 20,000 (Before -tax), trophy and certificate
- Outstanding Award – 5 people: RMB 6,000 (Before-tax), certificate

All final round participants will have a Finalist certificate.

Requirements for submission:

- Theme: **【Design】** The Great Wall of Juyong Guan • Connecting the World
- Prospective participant needs to submit 4-6 outfits. (Menswear /Womenswear/Unisex)
- Submission work: Design Illustration/photo of garment
- Submission date: 8am 15th June 2023, (GMT +8)
- Submission deadline: 11:59pm 9th July 2023, (GMT +8)
- Submission image: Each image needs to be less than 1MB, in JPEG format. To name each image as “name of your university/affiliation, name of the participant, number of collection 1/2/3/4...” (For Instance, BIFT_Li Jun_1, BIFT_Li Jun_2, BIFT_Li Jun_3, BIFT_Li Jun_4)
- Submission Email: biftiydc@163.com
- Eligibility: Open to all enrolled student (Undergraduate/Postgraduate/Ph.D.) or has graduated from higher education within the last three (3) years.
- The Committee is **NOT** responsible for any shipping cost and insurance which participant needs to bring in their design works for the competition and pack up and take away afterwards.
- BIFT can only afford one participant’s travel expense if the works are designed by a team.
- The participant will take full responsibility for their design work in case any dispute occurs in terms of ethical, religious and plagiarism issues.
- The selection process will be carried out by BIFT Academic Committee at the beginning of July and will notify selected participants via email after 11th July. BIFT Academic Committee reserves all right in selection and categorization.

Organizer will afford travel expenses (return economy class flights/train tickets between initial place and Beijing) and three nights' accommodation (from 15th October to 17th October 2023), shuttle bus (from hotel to Venue) for selected participants.

Please do not hesitate to contact the 2023IYDC Committee at biftiydc@163.com for any queries.

Beijing Institute Fashion Technology and Changping District People's Government of Beijing Municipality is sincerely inviting your university to send your students to attend the 2023IYDC and we are all looking forward to seeing you at Beijing very soon!



JIA Ronglin
Chairman of Organizing Committee
President of Beijing Institute of Fashion Technology

The 2023IYDC Organizing Committee

Email: biftiydc@163.com

Address: Room505, New Art Building, Beijing Institute of Fashion Technology, No 2. East Yinghua Road North End of Heping Street, Chaoyang District, Beijing, P.R.China

Postcode: 100029