

August 29, 2017

JUKI supports the international sustainable fashion design competition, the "EcoChic Design Award"



A picture of the grand finale of the EcoChic Design Award 2016



One of the finalists Miss Claire Dartigues representing the U.S.A., 2017

JUKI supports the international sustainable fashion design competition, the "EcoChic Design Award" organized by Redress (Hong Kong), an NGO with a mission to promote environmental sustainability in fashion and reduction in waste, through the provision of sewing machines and technical support. The "EcoChic Design Award" is a fashion design competition for emerging fashion designers and students. It was first held in Hong Kong as the inaugural competition in 2011 and welcomes its 7th competition this year.

In this contest that aims at the creation of mainstream clothing with minimal textile waste, challenges are given to competitors based on its theme of "minimization of waste". Finalists who have survived preliminary competitions, create fashion designs in line with the theme. Throughout the competition including preliminary and final judging, competitors are provided with occasions and tools which help them learn about the environmental influence of fashion industries and techniques required to create sustainable fashion designs. In addition, various programs are provided for them to have opportunities to spread their wings as fashion designers around the world.

Appreciating the clear intention of the EcoChic Design Award toward the promotion of environmental protection and its activities aiming to produce fashion designers who are active internationally, JUKI supports the competition through the provision of sewing machines to be used there and technical support.

◆Description of JUKI's support

- Providing sewing machines and technical supports during the judging of competitors with respect to challenges given to them according to the theme
- Giving away prizes to award the prize winners (first-, second- and third-place winners) such as a professional sewing machine and household overlock machine

◆About the EcoChic Design Award

A fashion design competition which has started in 2011 with the theme of creating mainstream clothing with minimal material waste.

The finalists in 2017 are: 10 competitors from nine different countries; i.e., Japan, China, Philippines, Indonesia, Israel, Sweden, Netherlands, U.K. and U.S.A. Through the final judging with three different challenges, winners will be determined and announced at the Grand Final Show held at CENTERSTAGE in the Hong Kong Fashion Week joint exhibition.

Redress

<https://www.redress.com.hk/>

EcoChic Design Award 2017

<http://www.ecochicdesignaward.com/home>

Facebook account of the EcoChic Design Award

<https://www.facebook.com/EcoChicDesignAward/>

[Final Judging Schedule]

○Challenges

2nd September Judging of designs of corporate uniform waste (CATHY PACIFIC CHALLENGE)

4th September Judging of designs of second hand and discarded clothes collected in Hong Kong (MIELE CHALLENGE)

5th September Judging of designs minimizing the use of shirt material (TAL CHALLENGE: Strategic partnership between a shirt manufacturer "TAL" and the finalist designers)

○Final judging

7th September Grand Finale (Fashion show & Awards ceremony)