



**Young Designer's Competition**

**FIMA 2018**

**APPLICATION FILE**

## **1. Presentation of the Competition**

This Competition concerns young designers only; it is initiated by AFRICA PRESTIGE / FIMA; it young designers from 54 African countries and its diaspora. The top 10 will be shortlisted to participate to the "FIMA Young Designer's Competition" (Concours Jeunes Stylistes/FIMA 2018) to be held in Dakhla, Morocco.

Through the promotion of young talents of African origin and its diaspora, this competition aims to celebrate African creativity and above all, to unite Africa and its diaspora around Culture. The theme of FIMA 2018 is "African Integration through Strengthening South-South Cooperation".

Our young designers need to discover other cultures, how to create and design, to open up to other continents and to have a spirit of creativity, competitiveness and ability to sell internationally.

This cultural event is part of the International Fashion Show in Africa (FIMA), an event of international stature that brings together nearly 5000 participants (personalities from the world of Culture and Arts) around several cultural events culminating in a fashion show featuring leading designers from the five continents (Africans, Americans, Asians, Europeans and Oceania) of the International Haute Couture.

The candidates will be shortlisted according to very specific criteria detailed below for September 06, 2018 at the Yves Saint Laurent Museum in Marrakech, Morocco.

An evening, dedicated to Young Designers competitions prepared and arranged by the organizers of the FIMA and its curator, will bring together the 10 shortlisted winners. The jury will be composed of personalities and celebrities from the world of culture, arts, fashion and the press.

This event is a major asset for young creators and is a flagship event now included in the FIMA program.

## **2. Conditions of participation:**

### **SELECTION CRITERIA:**

- Be of African (e) origin.
- Be at least 18 years old and 35 years old at the time of the contest.
- Have training experience or be training in fashion business.

The collection must be Modern, Ready-to-Wear, able to reach an international target with a multicultural and / or African inspiration.

## **How to apply?**

Each designer will have to present a coherent collection of 8 outfits. The application file must include:

- The registration form provided herewith
- A CV with a photo ID
- 8 complete silhouettes with illustrations, technical boards and proposals of materials if possible with pictures for the outfits.
- The theme of your collection.

The complete file will have to be returned at the latest 31 August 2018, (the postmark being taken as proof). Incomplete files will not be considered.

## **3. Conduct of the competition**

### **I. Screening**

A pre-selection committee composed partly of members of the FIMA team but also professionals of fashion and media, will be held on September 06, 2018 in Casablanca, Morocco to select 10 candidates and ensure the reception of the various documents and photos of the selected ones. This committee ensures compliance with the rules governing the conduct of FIMA competitions.

Participants whose files have been selected will be notified by mail or telephone.

### **II. Final selection**

The 2018 FIMA Young Designers Competition will be held in Dakhla, Morocco from November 21 to 26, 2018 as part of the International Fashion Festival in Africa.

The 10 winners will scroll their collection during a gala evening on November 22, 2018 in the presence of an official jury composed of international designers, famous models as well as professionals from the world of arts and fashion.

The selected candidates must imperatively be in Dakhla on November 20th 2018.

Young models will be provided to the laureates for their shows.

The accessories and shoes will be provided by the young designers, if necessary the FIMA provides them.

The parade is choreographed by the artistic direction of the festival.

The mere fact of submitting your application implies the pure and simple acceptance of appearing in photo or video on any support linked to FIMA.

## **4. Prices**

The laureates are rewarded financially and materially:  
(Subject to change)

- ❖ 1st prize: Cheich d'Or
  - Internship at an international fashion house
  - Bonus
  - Gifts from Partners
  
- ❖ 2nd prize: Cheich d'Argent
  - Internship in an international fashion house in Africa
  - Bonus
  - Gifts from Partners
  
- ❖ 3rd Prize: Bronze Cheich
  - Internship in an international house in Africa
  - Bonus
  - Gifts from Partners

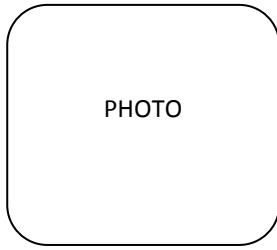
## **5. General organization**

### **Transportation:**

The Organization takes charge of the trip, a purse for the preparation of the 10 preselected winners, as well as transportation costs (Round trip flight ticket from the country of residence to Dakhla in Morocco). We would like to remind you that these laureates will have to give us the details of their flight plan in advance for the reception needs and to be present in Dakhla in Morocco on November 20, 2018 at the latest.

In addition, the sending and the return of your collections will be at your expense and under your own responsibility.

Local transport, catering and accommodation are the responsibility of the organizers. The expenses related to accommodation and meals (full board) as well as those related to access to the event will be done by the organizers of the FIMA Competition.



**FICHE D'INSCRIPTION**  
**(Registration Form)**

**CONCOURS JEUNES STYLISTES**  
**YOUNG DESIGNER CONTEST**

NOM : ..... PRENOM : .....  
(Name) (Surname)

Date de naissance : Jour / ..... Mois / ..... Année / .....  
(Date of birth) (Day) (Month) (Year)

Lieu de Naissance : .....  
(Place of birth)

Sexe : M  F   
(Sex)

Nationalité : .....  
(Nationality)

N° Passeport : .....  
N° Passport)

Date d'expiration : .....  
(Expiration Date)

Langues Parlées :  Anglais  Français  Autres (préciser) .....  
(languages Spoken) English French Other

Pays de résidence : ..... Ville de résidence : .....  
(Contry of residence) City of Résidence

Adresse Postale : .....  
(PO BOX)

Tel : .....

Mail : .....

Nom de votre marque : .....  
(Name of your brand)

Thème de votre collection (libre): .....  
(Theme of your collection: free)

**Personne à contacter en cas d'urgence**  
*(Person To Contact In An Emergency)*

NOM: ..... PRENOM: .....  
(Name) (Surname)

Tel: .....

A envoyer à : AL KIMMA PRESTIGE 22, 2<sup>ème</sup> Etage, Rue Cadi Iass-Maarif - Casablanca / Maroc  
To send at : AL KIMMA PRESTIGE 22, 2<sup>ème</sup> Etage, Rue Cadi Iass-Maarif - Casablanca / Maroc

**Avant le: 31 Aout 2018**  
**Before: August 31, 2018**

## **INFORMATIONS**

For more information, contact  
Email : [fima.afrique@gmail.com](mailto:fima.afrique@gmail.com)

**OR**

### **BUREAU NIGER**

### **AFRIQUE PRESTIGE / FIMA**

Rue du Cinéma Vox ; BP : 12873 NIAMEY – NIGER

Tél : + 227 73 29 80 / +227 96 57 45 16

### **BUREAU MAROC**

### **AL KIMMA PRESTIGE**

22, 2<sup>ème</sup> Etage, Rue Cadi Iass-Maarif - Casablanca / Maroc

Tél : +212 522 257 305

[WWW.FIMA-AFRICA.COM](http://WWW.FIMA-AFRICA.COM)