



BERNINA DRESS YOUR STYLE 2020 FASHION DESIGN STUDENT COMPETITION

Inspired by South African Nature Landscapes
Competition closing date August 14, 2020.

ANY STUDENT STUDYING FASHION DESIGN/CLOTHING CONSTRUCTION AT A TERTIARY INSTITUTION SUCH AS A UNIVERSITY OR FASHION DESIGN SCHOOL / COLLEGE, MAY PARTICIPATE.

COMPETITION ASSIGNMENT

Design and sew a day wear outfit to fit yourself, inspired by South African Nature Landscapes, such as Sunset Skies, Ocean Scapes, Earthy (typical Africa) landscape, Stormy Skies, etc.

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GUIDELINES:

- A maximum of 3 items per entry will be considered for adjudication.
- The items must form a complete outfit and it must fit an adult person.
- The outfit must be affordable in terms of its purpose.
- The type of textiles, creative use of colour and trimmings will be considered.
- With regard to the general sewing, attention will be paid to the general impression, suitable stitching and finishing techniques used.
- You may use various trimmings to compliment the outfit.
- A well-presented story board (size A3) must accompany the entry with a short description of how you planned the outfit.

JUDGING CRITERIA:

Overall impression of the outfit	30%	Creativity	20%
Story Board	10%	How well does the outfit reflect the competition assignment	10%
Construction and finishing of the outfit	30%		

PRIZES:

The following prizes will be awarded to 3 winning students excluding final year students.

WINNER

BERNINA 435
sewing machine
to the value of
R34 699-00



1ST RUNNER UP

BERNINA 335
sewing machine
to the value of
R26 999-00



2ND RUNNER UP

BERNINA 325
sewing machine
to the value of
R21 999-00



The 5 best final year students will qualify to go to Bernina RSA in Johannesburg for 4 days (28 September to 1 October 2020), to compete in the final "NATIONAL CHAMPION SEW OFF" leg of this competition. Accommodation and meals are included, but travelling will be for your own account.

Winning final year student
will receive the following
prizes to the value of
R71 000-00



BERNINA 535
sewing machine



BERNINA L450
overlocking
machine

Runner up will receive the
following prizes to the value
of **R45 000-00**



BERNINA 435
sewing machine



bernette b44
overlocking
machine

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COMPETITION RULES

1. Registered Fashion Design or Clothing Construction students may participate.
2. Immediate family of BERNINA RSA and BERNINA Dealers may not enter the competition.
3. The number of entries is unlimited.
4. All entries must be clean and not handling soiled.
5. All trimmings must be cleaned in the same way as the outfit.
6. Only individual entries will qualify for judging – NO GROUP WORK!!!
7. No name may be stitched or painted onto the article.
8. An entry form must accompany all entries. The entry form should be securely attached to the inside of the garment.
9. The entry form must be completed in full. Incomplete information may result in disqualification of the entry.
10. The signing of the entry form constitutes a basic agreement between BERNINA and the person who enters, and this agreement binds the person entering the competition to act strictly according to the rules of the competition and ensures that BERNINA will present and run the competition strictly according to the rules. Transgression or breaking of the rules of this competition may result in disqualification of the entry.
11. All entries must reach BERNINA not later than August 24, 2020.
12. Entries can be handed in at participating BERNINA dealers or at BERNINA RSA – 9 Lime Street, Auckland Park, Johannesburg.
13. Judging will take place on 2nd September 2020.
14. The decision of the judges is final and there will be absolutely no correspondence in this regard after the competition.
15. All entries will be returned to the participating BERNINA dealers by the end of the 2nd week in September 2020.
16. Prizes may not be exchanged for cash and are not transferable.
17. The person entering the competition absolves BERNINA from any claims which may result due to damages or losses of any nature whatsoever which such a person may suffer at any time during the competition.
18. BERNINA RSA reserves the right to postpone or call off the competition at any time should exceptional conditions necessitate such a drastic step.
19. For any enquiries please contact Linda Venter – 011 726 1800 or marketing@berninasa.com



For more information contact BERNINA head office on (011) 726 1800,
or write to: marketing@berninasa.com or visit www.bernina.co.za

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ENTRY FORM

Name:.....

Postal address:.....

.....Postal code:.....

Tel:() Cell:.....

Please indicate your level of education (e.g first, second or final year).....

Short description of article:.....

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.....

I agree to comply with the rules of the competition

Signature of participant / guardian

-----TEAR OFF-----

-----TEAR OFF-----

-----TEAR OFF-----

-----TEAR OFF-----

Participant's Name.....

Contact number.....

Short description of entry.....

.....

Name of Institution/School where applicable.....

.....

Received in good condition.....

.....

BERNINA dealer signature and stamp