



BERNINA DRESS YOUR STYLE

2026 COMPETITION

TOTAL PRIZE VALUE OF R285 000

THERE ARE 3 CATEGORIES IN THE BERNINA DRESS YOUR STYLE 2026 COMPETITION.

CATEGORY 1:

Fashion Design / Clothing Construction Student Category

Any student studying fashion design/clothing construction at a Tertiary Institution such as a University or Fashion Design School / Academy / College, may participate.

CATEGORY 2:

Sewing Show Down open category where any adult older than 18 years, may participate.

CATEGORY 3:

Play and create a new outfit from old to new. Primary and High School Children, from Grade 1 to Grade 12, may participate in 2 categories.

COMPETITION ASSIGNMENT FOR CATEGORIES 1 AND 2 - DRESS UP AND GO OUTFIT IN MINIMALISTIC STYLE

- Design and sew a dress up and go outfit in minimalistic style to fit an adult. Minimalist style is about doing more with less - clean lines, neutral tones, and pieces that feel timeless rather than trendy. It's for anyone who loves a wardrobe that whispers sophistication while never trying too hard.
- Explore simplicity, clean lines, and functionality through your designs.

GUIDELINES:

- Fashion Design Students need to design their outfit with a well-presented storyboard (Size A3), that needs to accompany the entry.
- Open category participants may make use of a commercial pattern to create their outfit or design their own pattern.
- A minimum of 2 and a maximum of 4 pieces will be consider for adjudication.
- A full colour photograph of an adult wearing the complete outfit must accompany the entry.

JUDGING CRITERIA:

A well-presented story board/mood board (students only)	10%
Overall impression of outfit (students only)	30%
Overall impression of outfit (open category)	40%
Construction and finishing of outfit	30%
How well does the outfit reflect the competition assignment	30%

PRIZES - TOTAL VALUE R66 000

Student prizes. The top two students – excluding final year students – will receive the following prizes

WINNER

BERNINA 325 sewing machine



1ST RUNNER UP

bernette b77 sewing machine



made to create

BERNINA

THE 5 BEST FINAL YEAR STUDENTS WILL QUALIFY TO VISIT BERNINA RSA IN JOHANNESBURG FOR A 4 DAY'S JOURNEY TO COMPETE IN THE PRESTIGE "NATIONAL CHAMPION SEW OFF" LEG OF THE COMPETITION. ACCOMMODATION AND MEALS ARE INCLUDED, BUT TRAVELING WILL BE FOR YOUR OWN ACCOUNT.

2026
**BERNINA
DRESS
YOUR STYLE**

WINNING FINAL YEAR STUDENT
BERNINA 435 sewing machine



RUNNER-UP
BERNINA 325 sewing machine



3 X PRIZES FOR PARTICIPATION

Lutterloh Pattern Making System

GJC internship prize for a week to the value of R35 000

SEWING SHOW DOWN ADULT CATEGORY PRIZES - TOTAL VALUE R120 000

WINNER
BERNINA 325 sewing machine



1ST RUNNER-UP
bernette 77 sewing machine



3 X RUNNER-UP PRIZES

Lutterloh package PLUS a 3 day's sewing course

COMPETITION ASSIGNMENT FOR CATEGORY 3 - Grade 1 – 12

- Give a new life to an old T-shirt and a pair of shorts by transforming them into a brand-new outfit using basic sewing techniques and creativity.
- Each participant must use one old T-shirt and one old pair of shorts as their main materials.
- Cut them up and create a brand-new outfit, or simply change the look of the T-shirt and short by adding extra fabric and or trimmings
- Participants must make use of a sewing machine, but some handwork will also be allowed.

Grade 1 – 7: **50% machine and 50% handwork**

Grade 8 – 12: **70% machine and 30% handwork**

JUDGING CRITERIA:

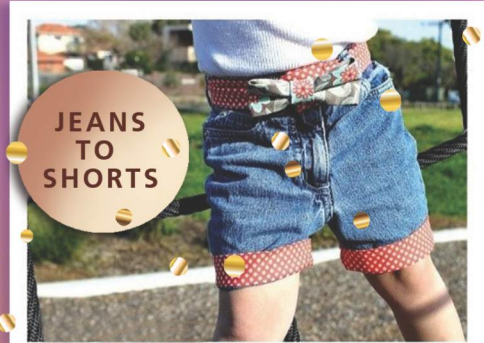
Creativity and originality	40%
Neatness and finishing	30%
Overall impression of the outfit	30%

PLAY AND CREATE CATEGORY PRIZES - TOTAL VALUE R13 000

GRADE 1-7
bernette Sew & Go 1 sewing machine
3 x sewing packs



GRADE 8-12
bernette Sew & Go 3 sewing machine
3 x sewing packs



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2026

COMPETITION RULES

1. Registered Fashion Design students or Clothing Construction students may participate in the student category of the competition (Category 1)
2. Adults 18 year and older may participate in the Show Down open category of the competition (Category 2)
3. Grade 1 to 12 pupils may participate in the 2 groups of the Play and Create category of the competition (Category 3)
4. The number of entries is unlimited.
5. All entries must be clean and not handling soiled.
6. All trimmings on any of the outfits, must be washable – same as the outfit.
7. Only individual entries will qualify for judging – NO GROUP WORK!
8. The name of the participant may not be stitched or painted on the outfit.
9. An entry form must accompany all entries. The entry form should be securely attached to the inside of the outfit.
10. A full-length colour photograph of someone wearing the outfit, must accompany each entry.
9. The entry form must be completed in full. Incomplete information may result in disqualification of such entry.
11. 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.
12. All entries must reach BERNINA RSA not later than Friday 29th August 2026.
13. Entries can be handed in at any participating BERNINA dealer or at BERNINA RSA, 9 Lime street, Auckland Park, Johannesburg.
14. Judging will take place during the 1st week of September 2026 and the winners will be announced on the 4th September 2026.
15. Final Sew off for the 5 finalists of the final year students, will take place from the 12 to 15 October 2026.
16. The decision of the judges is final and there will be absolutely no correspondence in this regard after the competition.
17. All entries will be returned to the participating BERNINA dealers by the end of the 2nd week of September 2026.
18. Prizes may not be exchanged for cash and are not transferable.
19. The person entering the competition absolves BERNINA from any claims which may result due to damage or losses of any nature whatsoever which such a person may suffer at any time during the competition.
20. BERNINA RSA reserves the right to postpone or call off the competition at any time should exceptional conditions necessitate such a drastic step.



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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