

NYFW Design Competition

Win a Trip to NYFW!

Iowa State University's Department of Apparel, Events and Hospitality Management in cooperation with Iowa State University's Trademark Licensing Office and the participating licensed vendor invite ISU students to create a graphic design targeted towards women. The graphic design will be used to create an exclusive line of products that will be made available to all retailers carrying ISU licensing products, including Innovate 1858, a student-operated retail store located in the Student Innovation Center at Iowa State University, amongst others. For more information about Innovate 1858, visit our website: www.innovate1858.com

Competition Timeline

- The contest will begin on **Wednesday, January 29th**.
- Design submissions are due on **Tuesday, February 27th** at 11:59 pm to be eligible for consideration.
- Ten finalists will be selected, and their designs must be pitched on **Thursday, February 29th**.
- Apparel, Merchandising, and Design faculty, industry professionals from the participating licensed vendor, and Trademark Licensing staff will vote on the top designs.
- A winner will be announced in **March 2024**.

Design Requirements

1. Designs **may** incorporate the following ISU trademarks:
 - [ISU Style Guide](#)
2. Designs **must not** incorporate or use any other ISU trademarks or other university symbols, word marks, logos or other indicia except as provided above. (For clarity, this includes the vintage, commemorative marks, and spirit collections.)
3. Designs cannot contain any third-party copyrighted or proprietary material (including but not limited to literary works of any person other than the entrant(s), corporate names, trademarks, slogans, or lyrics) or otherwise infringe on the intellectual property or other rights of a third party. Please include any written permission with your entry.
4. Work must be original designs created by the submitter(s). Top designers must provide original design files in vector format on the day of the pitch competition to be eligible.

General Requirements

1. Must be in English.
2. Must not include the identification of any individuals, living or dead, without that individual's written permission, or the written permission of their heirs, and such written permission must be submitted with the entry.
3. Must not depict ISU negatively and must be in keeping with ISU's desired image.
4. Must not contain any commercial, political, religious, or other third-party advertising or messaging.
5. Must be suitable for general audiences and must not contain any of the following content: (i) defamatory words or statements, including words or symbols that are considered offensive to individuals of a certain race, ethnicity, gender, religion, sexual orientation or socioeconomic group; (ii) any lewd or sexually explicit suggestive content; (iii) any content that promotes use of alcohol, tobacco, firearms/weapons, or any violent, unsafe or dangerous behavior, activities or situations; (iv) threats to any person, place, business or group; (v) profanity or obscenity; (vi) anything that would disparage or offend persons or organizations associated with ISU; (vii) anything which incites, encourages or depicts dangerous conduct, stunts or tricks, or behavior or acts that are unsafe, wrongful or immoral; or (viii) anything that violates federal, state or local laws and regulation.

Entry Submission: **Entries must meet the requirements detailed below.**

The ISU NYFW Contest will be submitted as a PDF file with a slide deck presentation. There is a 10-slide limit for the slide deck presentation, including the title slide and references. Students should consider this a project bid sent to a potential client versus a classroom presentation. Students will have 10 minutes to pitch their idea followed by 5 minutes for questions. Students must also submit a vector file of the design and their headshot.

- Title Page
 - The title page should establish the brand image and company identity visually.
 - Should include the student's name and email address
 - The trademark office and AESHM wordmark should be prominently displayed along with the participating licensed vendor and Innovate 1858's logos
- Problem Statement
 - Summarize in less than 50 words the current gap in the market.
 - Define Women's Collegiate Licensed Apparel
- Target Market Research
 - Demographic and Sociographic information
 - Include expendable income
- Market Research
 - Data-driven trend forecasting (WGSN)
 - Identify where the product will be sold (Innovate 1858, the Bookstore, Barefoot Outfitters, Cy's Locker Room, etc.)
- Mood Board (Visual Content)
 - Communicates a clear theme and message that will be reflected in the proposed design's mood/feel/vibe.
 - The board is arranged in an aesthetically pleasing way, following the elements and principles of design.
- Design
 - Graphic Design featuring one of the ISU-approved marks
 - Usage of the marks must follow the outlines set by the University Trademark Office
 - RGB information is provided for all colors used in the design
- Rendering of Design on the participating licensed vendor's Product
 - Design is rendered to scale on one of the available Products
 - Include proposed cost price, retail price, and percent markup
- Hangtag
 - Develop a hangtag for the product featuring the contest and yourself.
- Questions
- References
 - A minimum of 3 references
- File name must include the name of the entrant.

Judging Criteria

A panel of experts from AESHM, industry professionals from the participating licensed vendor, and staff from the Trademark Licensing Office will serve as judges for the contest. Judging criteria for entries include:

1. Sellability (design in on-trend, design is unique but viable in retail, design has channel-friendly price structure, etc.)
2. Ability to follow Trademark Guidelines
3. All aspect of Entry Submission are met

Rules and Eligibility

1. The ISU NYFW Contest (the "Contest") is hosted by AESHM and Trademark Licensing and is open only to ISU students ("Eligible Entrants").
2. Eligible Entrants must still be enrolled at ISU in September 2024 (graduating seniors are not eligible).
3. Eligible Entrants must enter as an individual. No more than one entry may be submitted per individual.
4. The winning designs will be reviewed to verify uniqueness of design. However, use or registration of the winning design is solely at the discretion of the university.
5. The winning designer agrees to have their name appear as the designer of the design and to participate and supply any information required.

6. The winning design will be owned by AESHM/ISU and may be used to market and produce merchandise on behalf of ISU/AESHM. The winning Entrant(s) agrees to transfer all intellectual property rights in the design to ISU as a condition of participation in this contest and hereby assigns all of their rights in the design upon submission of the design to ISU. The winning Entrant(s) also agree to allow their name, image, and likeness to be used in showcasing and marketing the winning design.
7. AESHM/ISU reserves the right to alter the design, including for manufacturing purposes and to ensure the design is unique and meets the needs of ISU

Prizes

1. The top 2 Eligible Entrants that submit the entry which receives the most votes will win a trip to NYFW in September 2024.
2. The top 3 Eligible Entrants that submit the entry which receives the most votes will have their designs featured on product in participating Iowa State retailers. The licensed vendor will produce said product.
3. The judges will decide ranking in the case of a tie.
4. The winning entry to be selected no later than March 2024.

Additional Requirements

1. Any information contained in the email submission or in connection with an entry shall be referred to collectively herein as the "Entry." Individuals shall be referred to herein as an "Entrant." If an Entrant is determined to be ineligible or not in compliance with the Contest or these rules, the Entrant(s) may be disqualified and the prize may be forfeited in its entirety. In such cases where an individual is disqualified, ISU may award the prize to the individual that submitted the next highest scoring Entry. Prizes are non-transferable.
2. By submitting an Entry in this Contest, each Entrant agrees to release ISU and all of their officers, employees and agents (collectively "Released Parties") from any and all claims, damages, expenses, losses, costs or liability (collectively "Loss") arising out of the Entrant's participation in the Contest or acceptance and use of a prize. The Entrant waives and releases ISU, and their respective owners, officers, directors, employees, representatives, and agents (collectively "released parties") from any and all claims, actions, damages, lawsuits or allegations (collectively "claims") arising out of or relating to such Entrant's entry, including without limitation any claim relating to products, recipes, formulations or processes (collectively "material") created, manufactured, distributed, published or otherwise used by ISU, either now or in the future, even if such material is the same or substantially similar to anything contained in the Entrant's contest submission provided that it can be established that such material was created without use of any Entrant's Entry. This waiver and release is a condition of entry into the contest. In addition, by submitting an Entry in this Contest, each Entrant agrees to indemnify and hold harmless all Released Parties from any and all Loss, brought or asserted against ISU or Related Parties, due to or arising out of the Entry, use of the Entry (or any portion thereof) by ISU or by anyone authorized by ISU, or the Entrant's conduct in creating an Entry, including but not limited to claims for trademark infringement copyright infringement, and violation of an individual's right of publicity or right of privacy.
3. This Contest is subject to all applicable federal, state and local laws. By participating, Entrants waive any right to claim ambiguity in the Contest or these rules. By submitting an Entry, participating in the Contest in any manner, and/or accepting prize, each Entrant agrees to release and hold harmless ISU from and against any and all claims, damages and liability arising out of participation in this Contest, and the winners agree to release and hold harmless ISU from and against any and all claims, damages and liability arising out of such winner's use or misuse of the prize. Acceptance of prize constitutes permission for ISU, and those authorized by ISU, to use winning Entrant's name and/or likeness for purposes of advertising and publicity purposes without further compensation, unless prohibited by law. By participating in this Contest, Entrants agree to be bound by the Contest rules and ISU's decisions - which are final. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Contest materials and the terms and conditions of the Contest rules, the Contest rules shall prevail, govern and control. All material submitted become the sole property of ISU and will not be returned. ISU is not responsible for any typographical or other error in the printing of the offer, administration of the Contest or in the announcement of the prize. In no event will more than the stated number of

prizes be awarded. ISU reserves the right at its sole discretion to cancel, terminate, modify or suspend the Contest in whole or in part.

4. ISU's collection and use of information collected in connection with this Contest shall be governed by the terms of ISU's electronic privacy policy posted at <http://www.policy.iastate.edu/electronicprivacy>.

The contest is sponsored and funded by Iowa State University's Department of Apparel, Events, and Hospitality Management, 31 MacKay Hall, 2302 Osborne Drive, Ames, IA 50011-1078 and Iowa State University Trademark Licensing Office, 2420 Lincoln Way, Suite 201, Ames, Iowa 50014.