



PRIZE  
GIULIACARLA CECCHI  
International Competition  
Eighth Edition

To commemorate spirit, style, rigor, competence and skill in transforming fabrics and innovating production techniques that distinguish the work of GIULIACARLA CECCHI, we announce the seventh edition of this Competition for young creators of women's wear, designers whose innovative visions can conceive, and in the future, create apparel, fashion and style for the contemporary woman.

### PARTICIPATION ELIGIBILITY

- The Competition is open to all young designers specialized in WOMEN'S FASHION between the ages of 18 and 28.
- Participation in the Competition is free.
- Candidates will submit an original project by SEPTEMBER 15, 2022 and this will be about "research, elaboration and transformation of one or more fibers, for the creation of one couture design". Entries will include relative sketches, a paper explaining the process, and eventual designs for the execution.
- 10 finalists will produce a size 42 outfit.

### PRIZES AND AWARDS

- 1st prize € 1.500,00;
- 2nd prize € 1.000,00;
- 3rd prize € 500,00.

In addition, the ten finalists and their professor are offered a stay in Florence, at Embassy Hotel, on days 13, 14 with departure on November 15, 2022.

# RULES AND REGULATIONS

- The Competition is open to all young designers who are graduates of Art Institutes and Universities (public or private) specialized in the sector of Women's Fashion, between 18 and 28 years of age.
- Entrance to the Competition is free of charge. A prize of € 1.500,00 will be awarded to the winner of the first place; two additional prizes of € 1.000,00 and € 500,00 will be assigned to the second and third place winners, respectively. Free hospitality in Florence will be extended to all ten finalists from 13th to 14th November 2022, including four nights accommodation at the Hotel EMBASSY, Via Jacopo da Diacceto 8. (travelling expenses not included).
- The event itself, the fashion show, the voting and awards ceremony will take place on 13th November in **Palazzo Vecchio, SALONE DE' CINQUECENTO** conceded for this occasion by Municipality of Florence. After the awards ceremony there will be the dinner at the Atelier of Mrs Cecchi, where institution representatives, guests and journalists will be present.
- Each contestant may submit a "capsule collection" (of maximum 5 outfits) specifying the value, significance and possible application/production of the creation.
- The competition's theme is: "research, elaboration and transformation of one or more fibers, for the creation of one high fashion design" for women.
- Submissions must be sent both by electronic mail and by post, and must be received no later than the deadline of **SEPTEMBER 15, 2022**, addressed to the award's Secretariat:
  - by post: Premio Giuliacara Cecchi, Via Jacopo Da Diacceto 14, 50123 Florence, Italy
  - on-line: [premiogiuliacarlacecchifirenze@gmail.com](mailto:premiogiuliacarlacecchifirenze@gmail.com)
- Each submission must include the following documents:
  - Copy of a personal identification document
  - Copy of Art Institute diploma and/or University degree (BA or MA )
  - Curriculum vitae
  - A signed declaration of the authenticity and originality of the work submitted
- Requested design format:
  - hardcopy format: A4, or letter size, maximum length 12 pages;
  - one pdf file, maximum size 20Mb.
- By October 13, 2022, the Jury will select by majority vote 10 finalists from the capsule collections presented, having evaluated: quality, innovation, design, creativity, and production feasibility.
- The outfit requested is to be made and delivered personally by the finalists before 13th November in the Florence Atelier. It is also possible to ship the model no later than 11th November to: Premio Giuliacara Cecchi, Via J. Da Diacceto 14, 50123 Firenze.
- The Prize will be awarded by the final decision of a Jury represented by fashion designers, fashion journalists, academics specialized in fashion, experts in research and development of new materials (80%) - Technical Jury and Popular Jury represented by the guests of the Fashion Event of November 13, 2022 (20%).
- On November 13, 2022, during the event hosted by Municipality of Florence at Salone dei Cinquecento, after the fashion show, will be announced the three winners
- By submitting an entry for the Competition, contestants, while retaining their intellectual property

rights, do grant the Prize organizers license to reproduce and distribute, in any form, the images and texts of the material entered in competition. Entry constitutes consent to the treatment of personal data under the norms established by Italian Law n. 196/03

- Entrants are personally accountable for the contents of the work submitted. By submitting an entry, contestants unconditionally accept these rules and regulations, and agree that the Award organizers will not be held liable for any damage to third parties.
- The preparatory drawings of the Capsule Collection sent to the Competition will not be returned, while the outfit itself will be held till next year in order to have the opportunity to be exhibited and presented during various fashion shows and events. In case the outfit is sold, the payment received will be sent to the designer together with the address of the buyer.
- For one year all the winners of 2022 will take part to the “Sistema Copernicano”, a no profit cultural association, which deals in putting in contact the talented youth with the fashion enterprises. During the event of November 13, 2023 any winner of 2022 will have the opportunity, notifying in advance, to present three new outfits during the fashion show and eventually leave one model to be exhibited while withdrawing the previous one presented in 2022.

## HISTORY

The fashion house of “GIULIACARLA CECCHI” , founded in Florence in 1930 by Giulia Carla Cecchi (1913-2005), has spanned the entire history of 20th century Italian fashion; from custom-made apparel to original finely-crafted high fashion creations exported worldwide, and to the exclusive “designer collections” presented and distributed from Florence. Her unique creations made exclusively from ribbons and goffered fabrics have been exhibited in museums. The fashion house is currently managed by the founder’s daughter Pola Cecchi who has shared in its management and contributed to its evolution. With this prize, she wishes to honor the creativity, avantgarde spirit and accomplished art of her mother.