

ABOUT THE COMPETITION

Contestants are challenged to upcycle clothing destined for landfill into a ready-to-wear outfit. The competition aims to encourage more conscious decisions when shopping – not only to turn the tide on fast fashion, but to raise precious funds for our Family Works programmes, helping to feed, clothe and support our Otago community.

1. DENIM RE-DEFINED

Denim never goes out of fashion, but it does go into landfill. How could you upcycle hardy, pre-loved denim to keep it in use and rockin' for as long as possible?

3. 9 TO 5 RE-IMAGINED

The average person works for 40 years in their lifetime, that's a lot of work and a lot of workwear. How could you upcycle pre-loved traditional office wear to keep it interesting, stylish and in use, for longer?

RUNWAY REVIVAL

2025: WEAR TO CARE

The competition itself offers **three themes** to push the boundaries of upcycling, focusing on designs that are not just stylish, but practical and replicable.

2. WEDDING DRESS REDEMPTION

The epitome of a single-use item, wedding dresses are worn once then stored away forever. How could you upcycle this voluminous classic into something that can be used time and again?

PLEASE NOTE: This competition is a ready-to-wear fashion competition, NOT a wearable art competition.



IMPORTANT DETAILS

- Entries are open to teams **or** individuals
- There is a **non-refundable \$25 entry fee** to be paid upon registration. In return, **Shop on Carroll will issue contestants with a \$100 voucher to purchase pre-loved items from within the store**, to use within your clothing design. **\$50 will go towards your theme Starter Pack**, and **\$50 will go towards additional materials**.
- Judges will be looking for **25 Finalists** to showcase their garments at **Shop on Carroll's RUNWAY REVIVAL Charity Fashion Show**, on **Thurs 3 April**, as part of iD Fashion Festival **2025**. Other entries may be displayed in Shop on Carroll.
- **There is a timeline for production which must be adhered to** – please see below. Shop on Carroll will check in on your creative progress leading up to submission of your final garment.
- **Participants are responsible for supplying a model** for the runway show, this could be **yourself or a friend**.
- **Participants are responsible for organising their model, hair and make-up** before arrival at the venue.
- Contestants must **document and edit their garment design journey** into a final **45- 60 sec video**, which **will be used for advertising, social media, and at the RUNWAY REVIVAL Charity Fashion Show** to introduce your creation.

Tickets to the RUNWAY REVIVAL: WEAR TO CARE Charity Fashion Show will go on sale on Mon 10 February 2025.

JUDGING CRITERIA/ PRIZES

Prizes will be awarded for design innovation, creativity, execution, and circularity. The judge's decision will be final.

Entries will be judged by the following criteria:

- **Innovation** – innovative use of pre-loved materials.
- **Creativity** – the creative concept and design aligns with one of the three themes: Denim Re-Defined, Wedding Dress Redemption, 9-5 Re-imagined.
- **Circularity** – re-use the pre-loved garments provided by Shop on Carroll. Points will be deducted for the use of new / non-secondhand materials.
- **Execution** – made to a high standard, fits the body, allows movement and has a life beyond the event.

Prizes:

1. **First place** \$300 Shop on Carroll gift voucher + Key Sponsor's prize
2. **Runner up** \$150 Shop on Carroll gift voucher + Key Sponsor's prize
3. **Third place** \$100 Shop on Carroll gift voucher

Finalists have the option to keep their garment, or donate their garment to be sold for charity following the show.

ENTRY PROCESS & KEY DATES

10 Dec 2024	Registration OPENS. If you have registered you can collect your \$100 voucher and Starter Pack from Shop on Carroll any time from 6 Jan, from 169 Princes Street, Dunedin Central
5 FEB 2025	Registration closes
17-18 Feb 2025	Creative check-in #1 – initial face-to-face meeting with Shop on Carroll representative to share your idea, moodboard, and anything else to help portray your vision
WEEK COMMENCING 3 Mar 2025	Creative check-in #2: In-store, school or home visit with Shop on Carroll representative, final check-in to see progress on garment production
16 Mar 2025	Garment construction is complete; bring your final garment into Shop on Carroll
17-20 MAR 2025	Judging and 25 Finalist selection
21 MAR 2025	25 Finalists notified
WEEK COMMENCING 24 MAR 2025	Model choreography & run through at venue
27 MAR 2025	Final 45-60 secs edited videos submitted to Shop on Carroll. Video brief and guidelines to be announced via email on Mon 6 Jan.
3 APRIL 2025	Show time! Shop on Carroll RUNWAY REVIVAL Charity Fashion Show & Awards ceremony

ADDITIONAL INFO

The competition and event is designed to **encourage people to rethink the way they shop for and source clothing** – not only is shopping pre-loved **more eco-conscious** and better for the environment, but **the precious funds raised at Shop on Carroll go towards our Family Works Otago charity programme**, including the **foodbank, child and family support, and emergency welfare response.**

You entering this competition directly supports the people of Otago – thank you.

“Tear out the heart of the flax, where will the Bellbird sit? Ask me what is the most important thing in the world, I will tell you – it is people, it is people, it is people.”

“Hutia te rito o te harakeke, kei whea te Komako e ko? Ki ma ki ahau, he aha te mea nui o te Ao, maku e ki atu – he tangata, he tangata, he tangata.”

Any questions, please email Cristin Waite, Retail Manager, Shop on Carroll
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