



**REINVENTING
FASHION**

IN THE TIME OF CORONA

TONY WARD

THE IDEA

Because it's a time to **reflect, rethink, reimagine...**
Because in every crisis,
lies an opportunity to grow and reinvent ourselves...

We're inviting YOU,
the next generation of designers, filmmakers, artists...
attracted by the fashion industry
to imagine Fashion after the Corona Crisis is over.

You might be confined at home,
but your imagination, creativity and skills
can for sure lead you to
unimaginable places and unexplored territories.

THE COMPETITION

Inspired from Tony Ward Couture's aesthetics and based on pictures and videos of the brand available online, the participants will create a striking concept **based on what's happening NOW and what they imagine will be happening NEXT.**

It's an opportunity to innovate, think about all the changes happening in the world, **where fashion is heading after the Corona crisis is over,** and imagine the Tony Ward brand in the future of fashion. It's your chance to go limitless, borderless, yet from the comfort and safety of your home.

THE COMPETITION

SPECIFICATIONS OF THE CREATIVE PROJECT

Mixed media, or fashion film or illustration or photography or painting or animation or gif... optimized for Instagram (referred to as "Creations")

Luxury from a very striking perspective

Featuring the logo is optional

DELIVERABLES

1 creative project per participant

Each creative project can comprise one or a multitude of Creations.

Written explanation of the concept: What inspired you? What led you to this idea? How would you describe your concept?

THE COMPETITION

One of the most successful Lebanese International Fashion Designers is offering students and emerging Creative talents the opportunity to participate in a creative project inspired by the current world situation.

THE PRIZES

Jury Prize Winner: Trip to Paris Couture Fashion Week* with the Tony Ward team to live the amazing behind the scenes experience of the Fashion Show preparation !

**It includes the flight, hotel, backstage pass to the Tony Ward Couture Fashion Show, an invitation to watch the Fashion Show with a reserved 1st row seat...*

+ Internship at Tony Ward Couture

Audience Prize Winner: 1000 USD + Internship at Tony Ward Couture

Donation: Tony Ward Couture will donate 1000 USD on behalf of each winner for an NGO of his choice actively involved in the fight against Coronavirus and its consequences.

THE DEADLINES

Deadline for submitting applications: April 10, 2020

Please submit your application by sending an email with your CV to news@tonyward.net

Deadline for sending your creative project: May 10, 2020

The creative projects should be sent by email to news@tonyward.net

THE VOTING

A jury of top design and communication professionals will vote for a shortlist of projects and for the Jury Prize Winner.

The shortlisted projects will be posted on Tony Ward Couture's Instagram account and submitted to online voting to select the Audience Prize Winner.

CONTACT PERSON

Mira Mabsout, PR Coordinator: news@tonyward.net & +961 3 871 161

For more information, don't hesitate to contact us by phone or email or visit www.tonyward.net/reinventingfashion

THE BRAND

STYLE

Aptly named "The Architect of Detail", Tony Ward draws his inspiration from contemporary Architecture, which helps him envision sculptural forms, create innovative techniques and play with the boundaries of light and transparency.

INTERNATIONAL REACH

The brand presents its Collections in Paris, Milan and New York.

The Tony Ward brand is sold in top department stores and boutiques worldwide.

A-list celebrities (Sharon Stone, Beyoncé, Whitney Huston, Felicity Huffman, Rita Ora...) have chosen Tony Ward Couture dresses to attend major red carpet events such as the Oscars, Grammys, Emmys...

Please visit our website www.tonyward.net to get more information about the brand history, the collections, the brand identity...



THE CONDITIONS

Tony Ward Couture owns the copyright for all the Creative Projects submitted by the applicants for the competition and Tony Ward Couture is entitled, without limitation, to use and reproduce these materials for purposes including promotion, sales, marketing, obtaining sponsorship and competition organization. No copyright fees shall be paid to applicant(s).

Tony Ward Couture owns the designs made by the finalists and shall use these for appropriate educational, promotional and commercial use after the competition, such as exhibitions, editorials and social media. Tony Ward Couture will select the Creations to keep for these aforementioned purposes. Whenever possible, the designer shall be credited if and when their creative projects are displayed after the competition's completion.

1. By submitting the creative project to Tony Ward Couture, each Entrant agrees that he/she is authorized to and hereby grants Tony Ward Couture and its licensees and assignees, a royalty-free, non-exclusive, worldwide, perpetual license to exercise all rights to copy, edit and/or modify, publicly display, publicly perform, broadcast, sell, publish and use, in whole or in part, any Submission, and any other intellectual property protected or protectable materials submitted by each Entrant, in any manner without further compensation during and after the Competition, except where prohibited by law.
2. The Organizers will not be responsible for proof of originality of all entries, nor be liable for protection of design copyright. Each contestant retains sole copyright, and is therefore solely liable for his/her design(s).
4. No personal details will be published without the contestants' prior approval sought in writing. Only the Organizers will have access to any personal data provided by the contestants.
5. In the event of any disputes, the Organizers reserve the right to disqualify any entry and/or retract any award from the entrant. All decisions made by the Organizers are final and binding in all aspects relating to the Competition.
6. By entering this competition you warrant that:
 - (a) All details provided with your entry are true and accurate;
 - (b) You are entering the competition as an individual, and not on behalf of any company or organization;
 - (c) You have all necessary rights and licenses to grant the rights set out in these Rules & Regulations;
 - (d) The creative projects are an original work which has not been published elsewhere;
 - (e) You are the copyright owner of the submitted photograph and/or images as its author, (and any individual whose image is featured in the photograph has given consent for the use of his/her image);

GOOD LUCK !

Thank you for participating in
Reinventing Fashion in the time of Corona!

The Tony Ward Couture Marketing Team remains at your disposal for
any question or clarification you might need.

We are always searching for creative minds to join
the Tony Ward team. So even if you don't win,
you may have the opportunity to work
with us on other projects!

We wish you the best of luck
and look forward to seeing your creations!