

“JFW Brand Support Program” Entrance

Requirements

JFW DIGITAL GRAND PRIX 2024

■ Objective

This program is aimed at fostering and supporting new talents with the potential to excel globally in the fashion industry, through the mission that JFW shoulders of being a “gateway to the world for new, upcoming designers”.

JFWO will provide award winning brands support in the growth of the brand, raising global recognition, broaden activity opportunities, etc. as a catalyst for the brand to advance forward to the next stage.

■ Outline

A piece that not only has the ability to convey and make people feel their (the brand’s) world view and/or concept, message, etc. to the viewers in the expressive style of digital, but also possess technological skills and/or ideas befitting to be called a digital piece, will be selected.

Furthermore, we will provide support in the growth of the brand, broaden opportunities to raise global recognition, with the aim to be a catalyst for the award winning brand to advance forward to the next stage.

■ Support Contents

The following support will be provided towards collection presentation pieces announced at Rakuten Fashion Week TOKYO 2024 S/S to be held in August 2023, Rakuten Fashion Week TOKYO 2024 A/W to be held in March 2024, along with brand promotion videos, brand image videos of brands participating in both seasons.

▶ Prize money: ¥1,000,000 (excluding tax / in the case of an independent designer, the amount withholding tax).

■ Qualification Requirements

Under the premises that the brand participates in either or both fashion week 2024 S/S and/or 2024 A/W, as an on-schedule, registered brand, regardless of form of participation, the brand must fulfill the following conditions;

1. If/when participating in Rakuten Fashion Week TOKYO 2024 S/S to be held in August 2023 and/or Rakuten Fashion Week TOKYO 2024 A/W to be held in March 2024 by collection presentation in digital format, entry of that piece (declining entry is acceptable)
2. Even if a brand is participating in the format indicated in above 1, if they wish to produce/announce a brand promotion/image movie, and enter this instead of the collection presentation movie, it is permitted.
3. Even if a brand is participating in fashion week in physical format, if they produce/announce a brand promotion/image movie targeted for the 2024 S/S and/or A/W season, they may enter this through this piece.

■ Application / Submission Digital Format / Selection /

Timetable

1. How to apply: Please submit the below ① and ②.

- ① Entry sheet (Excel data)
- ② Data of entry piece created in the below format designated by JFW

※Please email the above 2 materials to the below email address.

Submit to: rakutenfwt24.digitalgp@jfw.jp

Japan Fashion Week Organization Person in charge: Minegishi

2. Submission Digital Format

•Aspect ratio / resolution / movie length: basically free of restriction

* Recommended speck i.e.. (Based on YouTube upload bylaws as of May 2023)

File size: within 256 GB max

Aspect ratio: 16: 9

Resolution: 1080p : 1920 × 1080 (HD) / 720p : 1280 × 720 (HD)

•File format: MP4 or MOV

※Please note, there is a possibility the award winning piece may be disclosed on the Rakuten Fashion Week TOKYO Official WEB Site and YouTube.

※For either season, brands participating in fashion week in digital format must submit in the format in accordance with the entrance requirements for online presentations of each season.

3. Entry deadline:

May 12th, 2023 ~ March 31st, 2024

4. Method of screening:

Selection will be made through screening/discussions based on the below points.

- ① Overall judgement of the piece's digital technological skills, innovativeness, eagerness to challenge, artistry, creativity, etc.
- ② In addition to the designs of the clothes appearing in the movie, it will also be judged as a movie piece from a variety of viewpoints, such as the cameraman and music used, production of the movie, etc.

5. Screening committee:

Will be announced at a later date.

※The judges are composed of media (general newspapers, fashion media, etc.) and designers.

6. Determination of brand to be supported and notification: (may be changed in the future)

Award winning brand will be notified in late April 2024.

7. Timetable

•Intention to entry will be confirmed with brands participating in Rakuten Fashion Week TOKYO 2024 S/S, sometime in August 2023.

•Intention to entry will be confirmed with brands participating in Rakuten Fashion Week TOKYO 2024 A/W, sometime in February 2024.

•For brands wishing to entry besides the above two may enter at any time up to March 31st, 2024.

•All entry pieces will undergo judgement in mid-April, 2024.

•End of April, 2024 (planned) Announcing of the "JFW DIGITAL GRAND PRIX 2024" award-winner.

Precautions

※Applications submitted after the deadline will not be accepted for any reason whatsoever.

※Indirect application by third parties (PR company, production company, etc.) are not accepted. We ask that the brand applies themselves, directly.

※Results of the screening will be notified to the award winning brand only. Please note, we cannot answer to any inquiries regarding screening results.

※The movie piece of the award winning brand is scheduled to be released on the JFW Official WEB Site (<https://rakutenfashionweektokyo.com/jp/>) as the DIGITAL GRND PRIX award winning piece.

Prior to entering, please make sure to confirm with related people that there are no problems regarding intellectual property rights.

•Release of the piece in sites other than the JFW Official WEB Site will be considered and determined through discussions with the award winning brand.