



**UNICORN
FASHION
AWARDS
2022**

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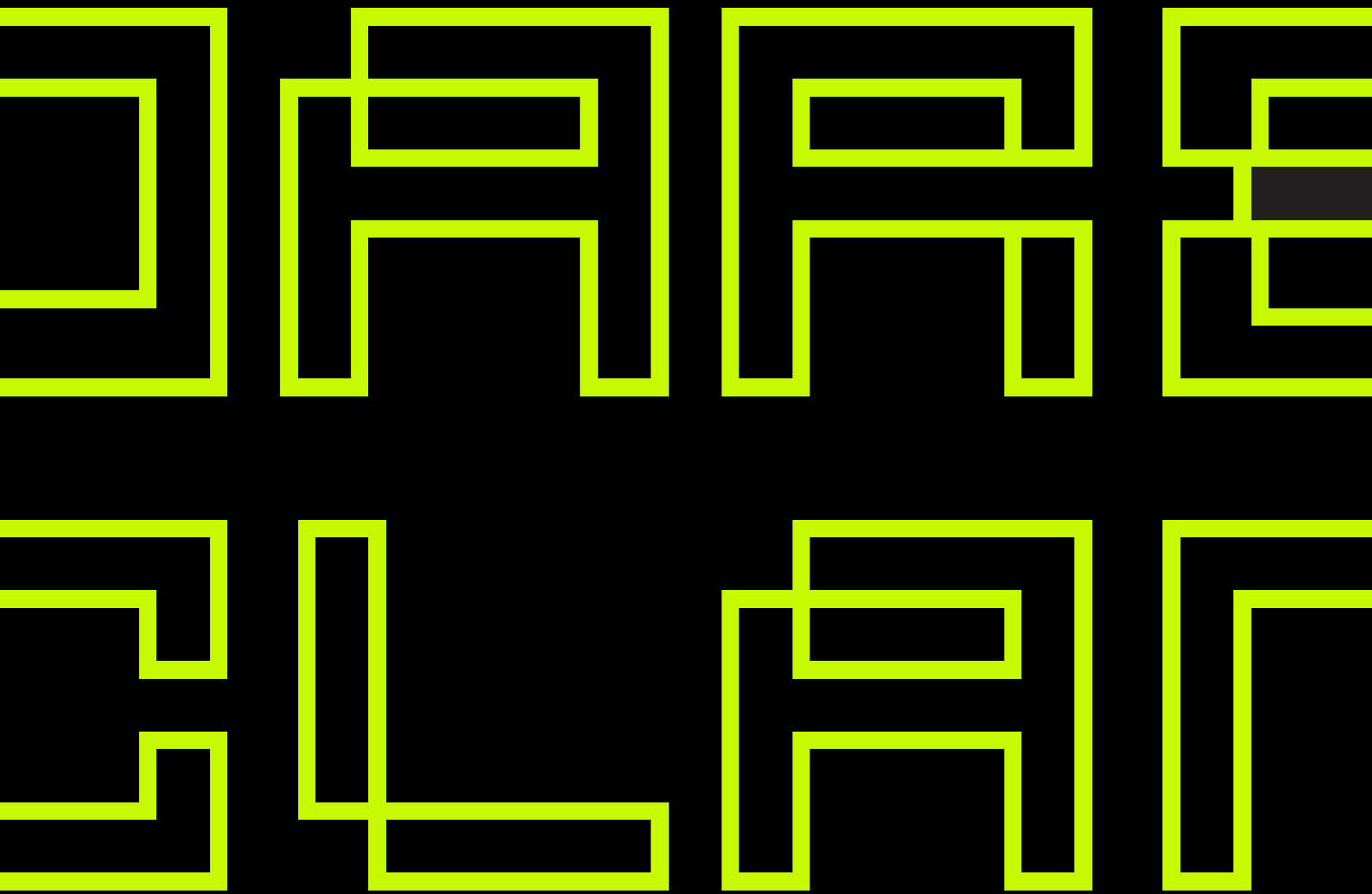
UFA, Unicorn Fashion Awards is a fashion experience and awards hosted by DARE CLAN Magazine and ERA-KI as coordinator.

UFA 2022 aims to search for and promote young creative talents from all over the world by providing them a platform to share their work with an international audience.

UFA wants to offer designers and talents an opportunity to launch and develop their vision by sketching D.A.R.E. CLAN outfits. We understand the importance of opening dialogues between young talents and renowned professionals inside the fashion world. The main goal is to emerging designers International visibility, to make them known to a wider audience and to the media.



(THE ORGANIZATION OF UFA IS HANDLED EXCLUSIVELY BY ERA-KI, WHICH RESERVES THE RIGHT TO RULE ON ANY ISSUE PERTAINING TO THE CONTEST, THOSE COVERED AND NOT BY THESE ENTRY REQUIREMENTS.)



ABOUT DARE CLAN

Dare Clan is an engagement platform in the form of an online magazine that celebrates the creative endeavours across time. It's a space that blends art, culture, history, design, music and fashion.

It aims to bring together creatives and individuals from different walks of life and provide them with a platform to share and bring their vision to life.

We want to inspire individuals around the world and to foster a global conversation, drawing wisdom from the past and excitement for the future.

WHAT ARE WE LOOKING FOR

We are looking for creators that prioritize quality, creativity, combined with strong personal vision.

Our purpose is to connect with the soul behind the products, with dreams first, goals second. We want to hear your story and we want to share it with the rest of the world.

We look for designers with interesting concepts behind their designs and brands.

**SHARING
OUR VISION
OF SHAPING
THE FUTURE**

UFA CALLS EVERY APPLICANT TO FOCUS ON A RESPONSIBLE APPROACH TOWARDS THEIR CREATIVITY AND ENCOURAGING EMERGING DESIGNERS OF TODAY TO BUILD A BETTER TOMORROW!

D Y N A M I C

A D V E N T U R O U S

R A D I C A L

E C C E N T R I C

D . A . R . E .



DARE FASHION

We want you to create 3-5 outfits for DARE CLAN! In return we will manufacture the garments and give you exposure.

We want to see what your vision is for DARE CLAN. You have total freedom on the brand!

We want to hear your story and we want to share it with the rest of the world. We look for designers and brand with interesting concepts behind their designs.



THE CONCEPT

Collection inspired by Generation Z and new beginning post pandemic.

Voices that speak up for inclusion, authenticity and rights.

A collection full of sensuality, elegance, timelessness and gender equality in silhouettes that do not go unnoticed, just like this generation itself.

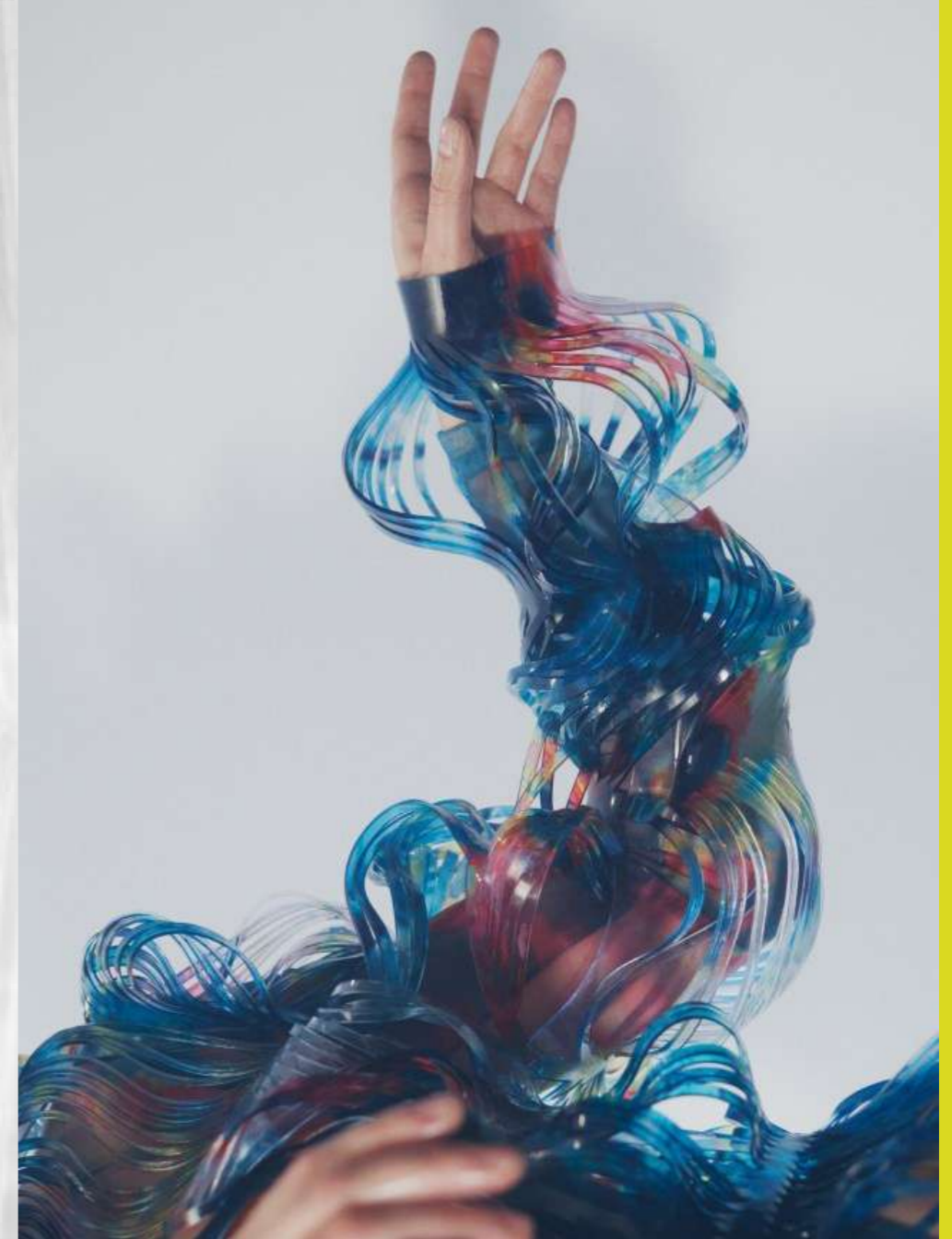
Today, young people take off their quarantine clothes to get ready with the most edgy and sophisticated of the urban market.

THE APPLICATION PROCESS

DIGITAL PORTFOLIO TO BE SUBMITTED BY
AND NO LATER THAN
19TH AUGUST 2022

YOU WILL BE ASKED TO UPLOAD THE FOLLOWING MATERIAL:

1. Cv in English
2. One passport size photo
3. Your vision about Dare Clan Brand
4. Philosophy of the collection you are sketching for Dare Clan
5. Designer Profile
6. Video: We want you to make a small 10-15 seconds video answering the following questions: What's your name? Where do you come from?
7. What motivated you to participate in UFA?



REMEMBER THE DEADLINES & SUBMIT YOUR PORTFOLIO

Remember to send high quality material, sketches, photos, videos anything that could be published on the ERA-KI, DARECLAN website and social networks, in the digital catalog or used in the press or another uses. ERA-KI will consider fit to promote your work.

In order to protect everyone's health & limit travel, the materials and the application form must be send in digital format (only via Wetransfer or a similer software) to the following certified email address : ufa@era-ki.com



IMPORTANT DEADLINES & DATES

21 APRIL 2022 // *OPENING OF THE CALL*

19 AUG 2022 // *DEADLINE FOR SUBMISSION
OF THE APPLICATIONS*

19 AUG - 4 SEPT // *PROMOTION AND VIRTUAL
PRESENTATION OF THE SELECTED DESIGNERS*

NOVEMBER '22 // *LAUNCH OF THE PRODUC-
TION OF DARECLAN COLLECTION*

JAN - MAR 2023
PRESENTATION IN MILAN



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INFORMATION FOR PARTICIPANTS

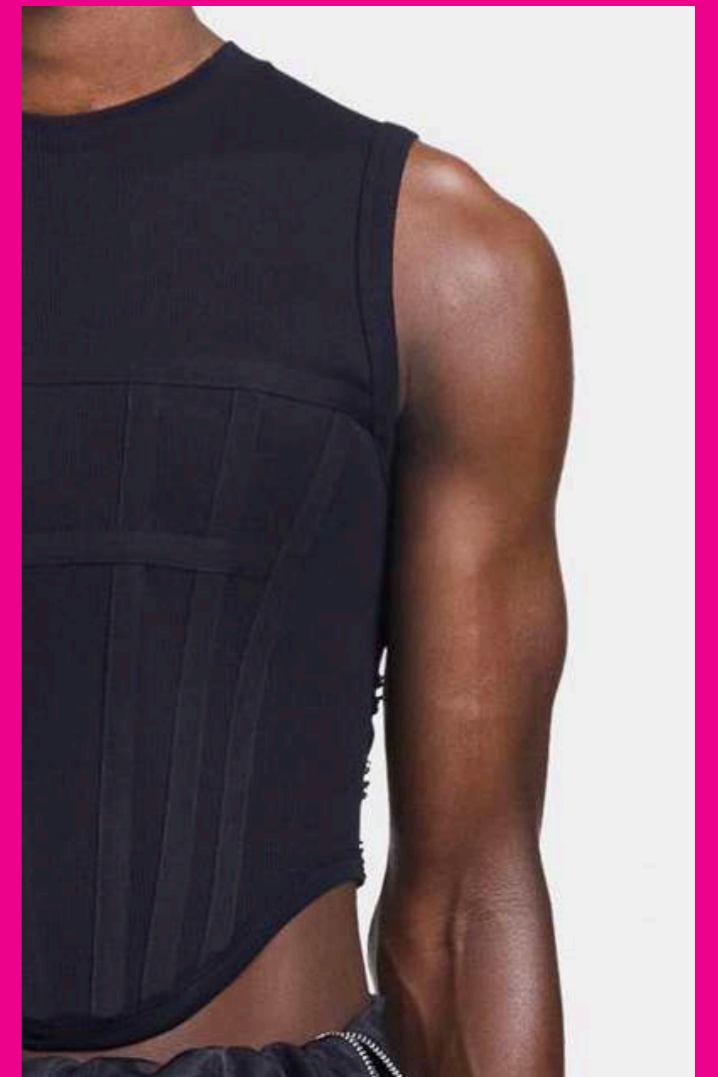
Menswear, womenswear or a gender neutral collection, etc. is all up to you.

Decide freely! There are no prefixed styles, -categories, inspirations or themes.

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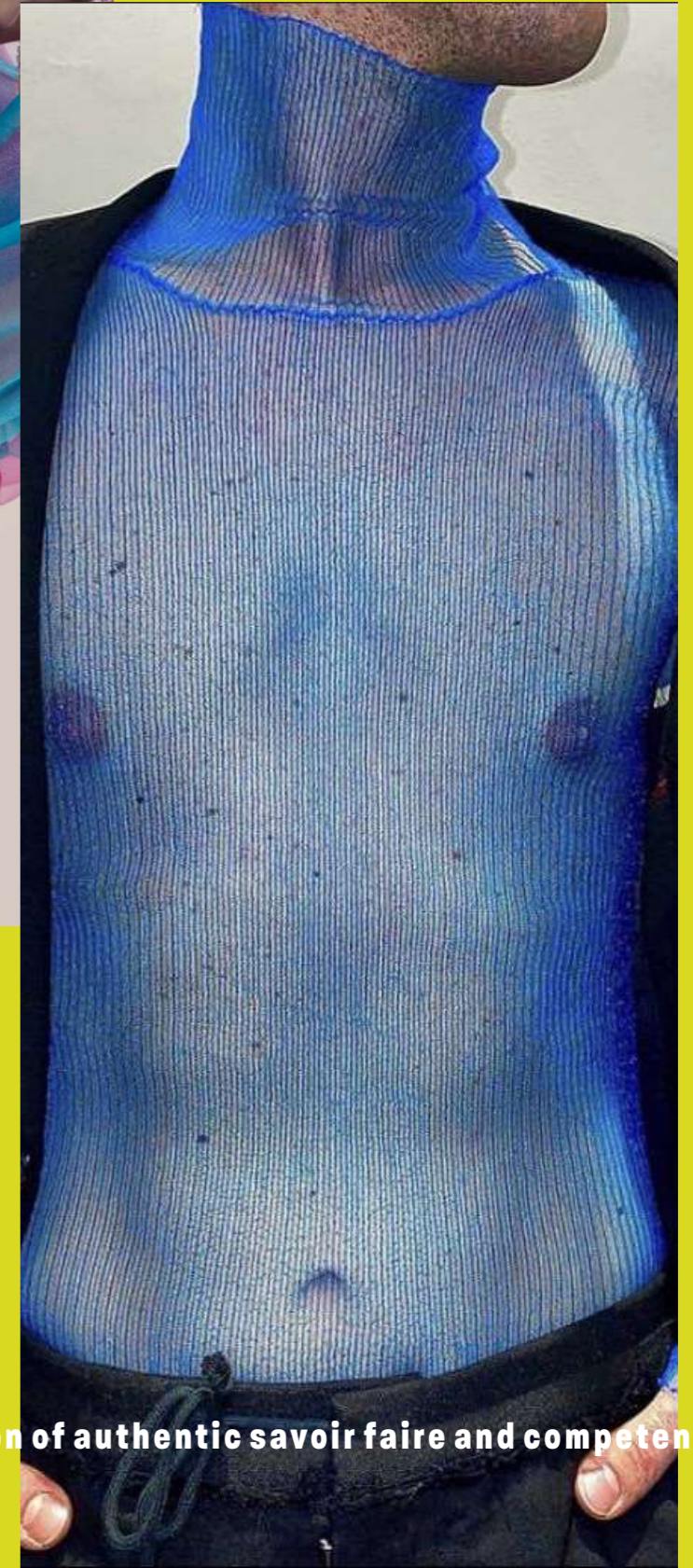
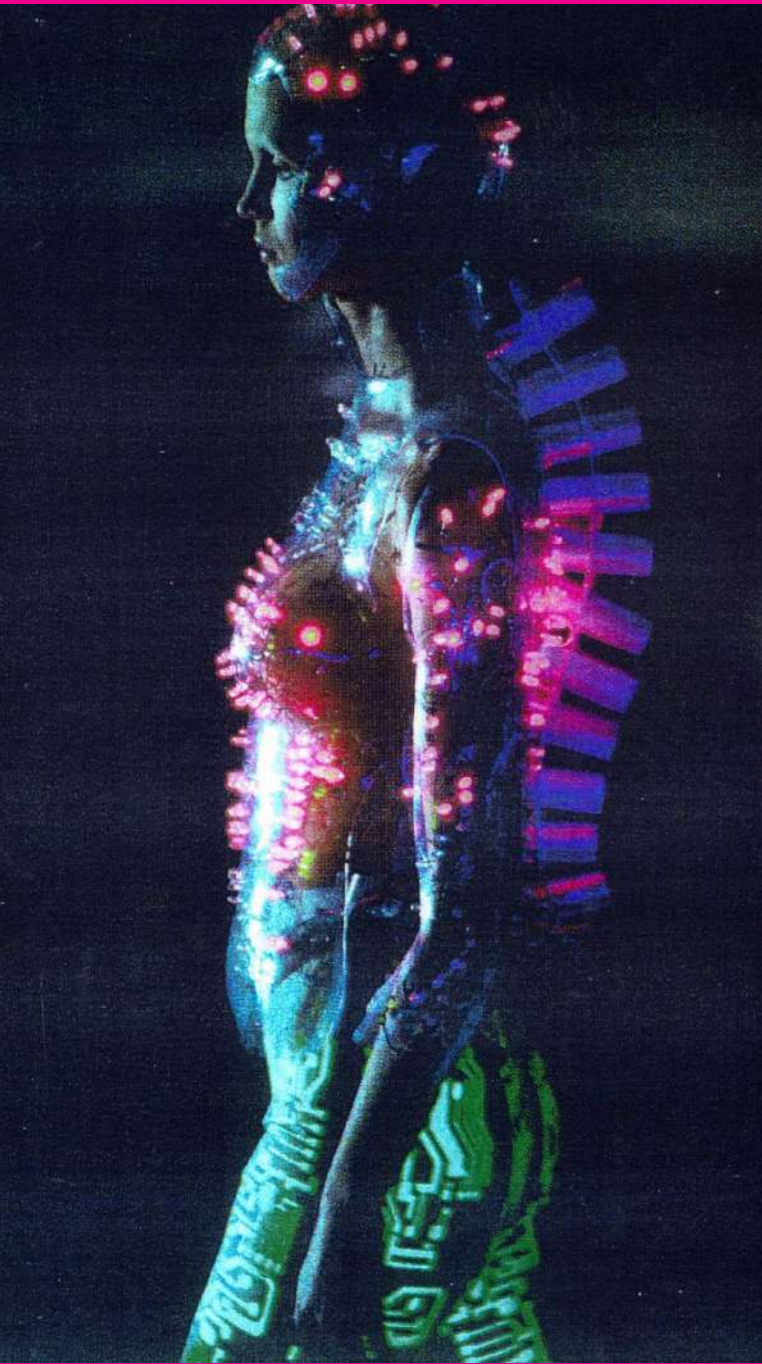
We want to create an environment where you feel free to create new ideas and make new things! An environment that is free from fear of new ideas. We want to involve YOU in the DARE CLAN community



ELIGIBILITY

CREATIVE ENTREPRENEURS

SHARING OUR VISION OF SHAPING THE FUTURE



INDEPENDENT FASHION DESIGNERS

We also welcome valorisation of authentic savoir faire and competencies

UNICORN FASHION AWARDS 2022

FASHION SCHOOL
FINAL YEAR
STUDENTS OR
GRADUATE
ALUMINI



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INFORMATION FOR SELECTED FINALISTS

JULY & AUG 2022 // A JURY CONSISTING OF INDUSTRY PROFESSIONALS AND LEADERS WILL REVIEW ALL THE SUBMITTED APPLICATIONS

28TH SEP // THE SELECTED FINALISTS WILL RECEIVE AN EMAIL INFORMING THEM OF THE SELECTION RESULTS. NAMES, PHOTOS, SKETCHES AND ANYTHING FROM THE PORTFOLIO OF THE SELECTED CONTESTANTS COULD BE PUBLISHED.

*PROMOTION
AND ONLINE
VIRTUAL PRESENTATION OF THE
DESIGNER AND
THEIR PHILOSOPHY
VISION & FASHION
CONCEPT FOR DARE CLAN*

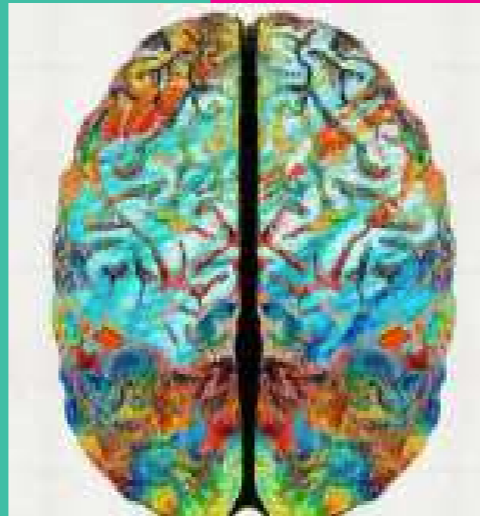
*THE THREE WINNERS
AWARDED FOR THEIR CREATIONS
WILL BE GRANTED
A ROYALTY ON THE SOLD GARMENTS
THAT THEY SKETCHED*

***Travel to Milan is not a compulsion. We are aware about the current pandemic situation and keeping that and the health situation in mind, the visit to Milan upon being selected as a finalist is upto the contestant and in no circumstance affect their results.**

ABOUT ERA-KI

ERA-KI is a design, branding, communication and digital marketing agency based in Milan and Shanghai.

We are also operating in Tokyo, Japan. We aim to support skilled designers to create the right network that leads to 360-degree fashion business development, enlarging sales and reaching different markets for the brands.



ANALYSE

Project from different point of views, merging different cultures and know how

CREATE

Innovative creative campaigns contaminated by real experiences

OPARATE

Easily in different countries combining a global thinking to local cultures

SCOUT

New business oppertunities around the world.

THE EVENT, JURY, NETWORKING & AWARDS

Considering award-ed design as an engine of social and economic change; we understand the importance of giving young designers the opportunity to meet, listen to and interact with renowned professionals inside the fashion world.

The main goal is to grant young designers International visibility, and to make them known to a wider audience and to the media.

THE JURY

IT WILL BE MADE OF RENOWNED INTERNATIONAL FASHION EXPERTS AND LEADERS.

JUDGING CRITERIA WILL TAKE INTO ACCOUNT RESPONSIBLE CREATIVITY, INNOVATION AND FEASIBILITY.

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***The networking event will be subject to the health situation around the world and any notices by the government.**

THE AWARD

Visibility, promotion and online virtual presentation of the designer and their philosophy vision & fashion concept for Dare Clan

The three winners awarded for their creations will be granted a royalty on the sold garments that they sketched for DARE CLAN creativity team Editorial of the design published in Dare Clan Magazine.

WHAT DO THE THREE WINNERS RECIEVE ?

DARE CLAN WILL MANUFACTURE THE OUTFITS YOU CREATE AND COMMERCIALIZE THEM

YOU WILL BE APART OF DARE CLAN GLOBAL CREATIVE TEAM



ROYALTIES

VISIBILITY



FOLLOW UP ACTIVITIES BY ERA-KI

Defination of brand image, to be maintained through all the channels used.

Creation of storytelling to enrich the brand universe.

Selection and editing of the existing visual materials.

Preparing a MEDIA KIT to summarize & communicate brand philosophy to press, showroom and influencers (to be upgraded using the shooting materials of the UFA event)

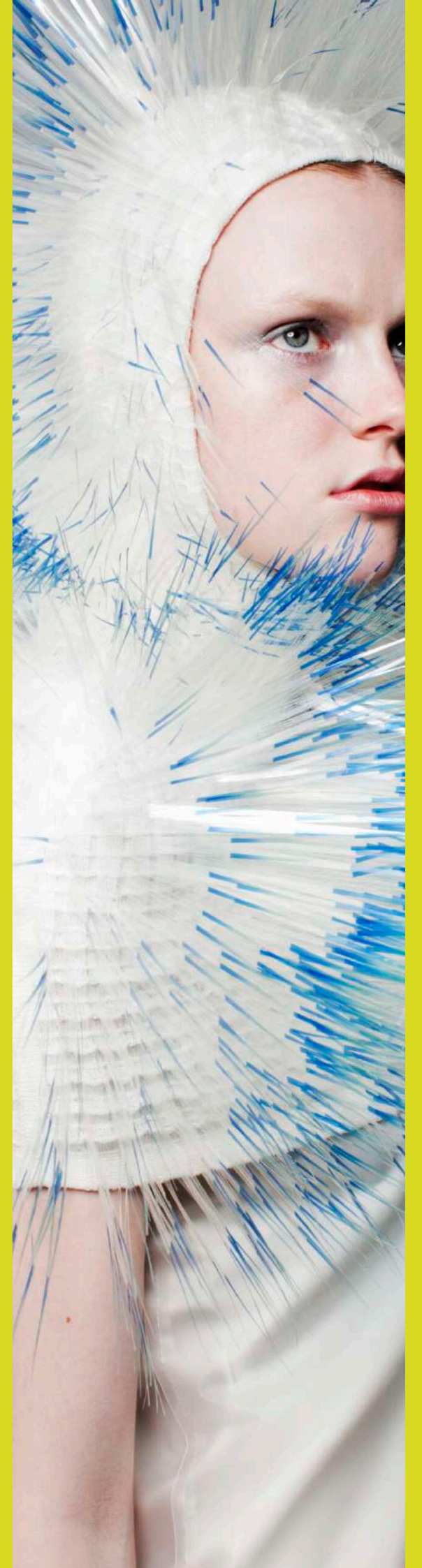
SHARING OUR VISION OF SHAPING THE FUTURE

Identification of a coherent strategy and planning of contents for FACEBOOK.

Creation of concept, art direction, production, and post production of photo and video materials to be provided by the brand.

Upgarde of Instagram, Facebook, and Website again using the new material from the UFA event and the other photo and video material to be provided by the brand.

Selection & contacting influencers & stylists for promoting the brand on social media.





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AFTER THE AWARDS

Continuing to conceive narrative elements for adding personality to the brand, beyond products.

Developing a specific communication strategy differently conceived for Instagram and Facebook. Creative concept and art direction canvas for a photo shooting.

Creative concept and art direction canvas for a video shooting.

Select and contact influencers and stylists for promoting the brand on social media and press.

Editorials and development of a concept for an advertising campaign (formal, or BTL, guerrilla marketing or on other and new formats).

OWNERSHIP & PLAGIARISM

By enrolling in UFA you guarantee the authorship of your project.

Should you be found guilty of plagiarism, you will be automatically disqualified. ERA-K.I. holds no responsibility for accusations of plagiarism coming from third parties.

The applicants will retain Copyright and Intellectual Property of the enrolled collection (the Work).

The applicants grants all rights to ERA-KI on their creations including the right to manufacture, commercialize and sell all sketches received or the products manufactured from the said sketches.

ERA-KI shall grant the relevant designer a royalty of 12.5 % of the ashed in price for the products produced and sold on the basis of his/her sketches submitted.



A person with short blonde hair, wearing a bright red quilted jacket over a light blue long-sleeved shirt and red shorts, stands with their arms raised in a celebratory gesture. The background is a solid green color. A large, dark shadow of the person is cast onto the wall behind them, showing their arms raised in a similar pose. The text is overlaid on the left side of the image.

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RESPONSIBILITY & PARTICIPATION

ERA K.I. reserves the right to disqualify any contestant at any time if they do not respect the terms and conditions of these entry requirements.

Whilst every effort is made to ensure the safety of all submissions, ERA K.I. cannot be held responsible for any damage or theft of garments or designs that may occur during transport, selections or during the Finals in Milano.

If selected as an UFA finalist, contestants are required to carry out all further paperwork (Visa, passport, etc.) and other obligations in a timely manner.

Finalists will be sent a compulsory program after being selected. If they will be unable to follow this program due to physical, religious, political or safety reasons or any other restriction, this must be promptly communicated to ERA K.I.

PRIVACY & CONCENT FOR RELEVANT DATA

Italian and European law requires us to have you accept a privacy release form.

Accepting the UFA Entry Form and the “Information with Consent for Relevant Data” form warrants that the applicant has read the written information included concerning the treatment of personal and relevant data according to Italian law, D. Lgs.N. 101/2018, to European law, GDPR 679/2012, and is in accordance with these provisions.

ACCEPTANCE OF THE REGULATIONS & DEADLINES

Accepting these entry requirements warrants the applicant’s complete comprehension, respect and acceptance of all rules, regulations and deadlines and does not guarantee participation in the UFA event. In the event that any rule, regulation or deadline is breached, ERA-KI reserves the right to disqualify any participant enrolled in UFA.



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“Due to the current COVID-19 and other international emergency and the consequent business disruption ERA KI and UFA reserve all rights to cancel, postpone and/or modify the event or the programme and the participants waive any claim against ERA KI and/or UFA for such changes”



FOR ANY FURTHER DETAILS CONTACT:

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www.dareclan.com