

IFFTI ANNUAL CONFERENCE at LONDON COLLEGE OF FASHION

FASHION FILM STUDENT AWARDS:

Theme: *Forming Futures*

Host: *London College of Fashion, UAL*

Forming Futures is a call for IFFTI member students to share their ethical enquiries in and representation of design, technology, digital objects, communities, business systems and pedagogy in fashion film.

As the eco-system of fashion continues to grow and flourish:

- Our communities are showing us how to unlearn fashion as we know it, and how to reassess our position and perspectives.
- Technology is driving democratic change to established fashion systems.
- Dominant fashion narratives are shifting, creating space for new, authentic stories that resonate with diverse and global audiences.
- Educational practices are creating change, inspiring an impactful future for the entire fashion industry.
- Advancements in digital fashion are challenging our ideas of reality, ethics and sustainability.

We invite submissions that present innovative fashion films that demonstrate these new ways of thinking, seeing, working and practising that contribute to fashion's forming futures.

Awards and Prizes:

1. Best Film: Prize £750
2. Best Director: Prize £650
3. Best Fashion Styling: Prize £400
4. Digital Creative: Prize £400

Rules and Procedure for IFFTI 2025 Fashion Film Awards:

A. Eligibility: All students from IFFTI member institutes (All degrees are eligible)

B. Deadline:

- i. The submission date is the **5 February 2025**
- ii. All films will be reviewed and judged by the official IFFTI fashion and film experts
- iii. The shortlist will be announced on the **20 February 2025**

C. Brief of Fashion Film

- 1 A fashion film is defined as a that has a running time of 5 minutes or less, including all credits.
- 2 The fashion film must be produced after 2023 and must not be publicly presented or exhibited previously anywhere.
- 3 The fashion film SHOULD NOT violate any current law nor infringe any privacy and/or intellectual property rights (this includes any music, sounds or sound effects that do not include a license).
- 4 English subtitles are required for non-English-based films.
- 5 The Fashion Film categories may include:
 - Direct shooting
 - 2D animation
 - 3D animation
 - AI-generated (must be declared in the video)
6. The minimum required fashion film resolutions:
 - Full HD (1920 × 1080)
 - 2K (2048 × 1080)
 - 4k (4096 × 2160)
 - Your fashion film format must be H.264/MP4.

D. Submission

1. Participants must upload the fashion films to their own Google Drive or WeTransfer. (Please allow full access to the drive or link so that we can download the films)
2. Participants should create a folder with this format **"name film title creation year"**
3. The fashion film size should not exceed 3GB.
4. If the submitted fashion film contains errors or cannot be verified, the host institute does not have any responsibility for your disadvantages in the awards.
5. Please put your Google Drive or WeTransfer link in the submission form and attach ONLY the SUBMISSION FORM to the email iffiti@fashion.arts.ac.uk. We will send you a confirmation email when we receive it. [****DO NOT ATTACH YOUR FASHION FILM to the email**]
6. If the submission form contains untrue information, the host institute reserves the right to disqualify entries and cancel the selection after the internal review.

E. Authority

1. The participants will have to transfer all their rights of exhibition, exploitation, and public communication of the audiovisual pieces to the host organisation so that they can use them for communication and promotion.
2. The host organisation is not responsible for infringing on privacy and intellectual property rights.
3. Fashion Films that have agreed to be screened online are released through the social media accounts of London College of Fashion.
4. Participation and registration in this contest imply full acceptance of the bases mentioned above and the jury's criteria.

F. Judges of the Fashion Film Awards to be announced