

BFW 2013 opens its catwalk to beginning designers, too

The finalists of the START-UP 2013 thematic fashion competition will get the unique opportunity to present their collections at the Bratislava and Prague Fashion Weekends as well as win prize money of up to € 4,000

Bratislava, May 21, 2013 – **The most prestigious fashion project in Slovakia – Bratislava Fashion Weekend 2013 – offers a unique opportunity to students and graduates from fashion and art schools to prove their talent. Also this year, the organisers of the Prague and Bratislava Fashion Weekends have announced the thematic competition entitled START-UP, which enables young designers to get their foot in the door of fashion business. They are able to be awarded prize money of up to € 4,000 as well as get the invaluable opportunity to present their collection to the visitors of the Bratislava and Prague Fashion Weekends.**

This year, the theme of the START-UP 2013 competition is 'Point of Birth'. Similarly to last year, there are 2 categories – Clothing, and Fashion Accessory. In the first phase, an expert jury will select the ten best projects in the Clothing category and five best projects in the Fashion Accessory category from all submissions. Subsequently, the finalists will be given the opportunity to execute their proposals. The results of their work in the form of a final collection will be presented within the competition evening at Prague Fashion Weekend (September 18-22, 2013) or the special START-UP evening at Bratislava Fashion Weekend (October 3-6, 2013). The winners will receive prize money in the amount of € 4,000 (Clothing category) or € 2,000 (Fashion Accessory category).

The chance to join the competition is offered to students and fresh graduates from fashion and art secondary schools, colleges and universities located in the Czech Republic and Slovakia. For graduates there is an age limit of 26 years that has to be met at the moment of submitting the entry.

'Both of our projects – Bratislava Fashion Weekend and Mercedes-Benz Prague Fashion Weekend – seek to support in particular local young fashion designers. The START-UP competition opens up new vistas for those who are just about to start their careers, whereby we want to help them promote their creativity and talent,' comments on the competition the **creative director of BFW and PFW, Olo Křížová**. She adds: *'I am convinced that successful participants of the START-UP competition are able to make another step in the direction of real fashion, and I believe that the finalists will join the ranks of renowned designers.'*

When evaluating the entries received, the jury puts emphasis on the grasping and interpretation of the assigned theme, the processing of materials used, and the overall styling of the collection presented. Last year, Slovaks ranked highly in the finals, and the winner of the Clothing category was Maja Božović, a student from the fashion design atelier led by Associate Professor Júlia Sabová at the Academy of Fine Arts and Design in Bratislava. Her award included the possibility to present her collection at the next PFW/BFW free of charge. Therefore, Maja will introduce her new collection at the MBPFW in Prague taking place in September, and at BFW 2013 in Bratislava taking place in October.

Conditions and important dates of START-UP 2013:

Entries: Deadline for the submission of entries is **June 7, 2013**.

Interested participants may enter the competition by submitting properly filled out entry forms including the required appendices as per the entry form – i.e. a CV and a portrait photograph of the contestant, designs in the form of drawings, and a description of the competition collection including all designs (Clothing category – 5 pieces, Fashion Accessory category – 10 pieces). The form is available in its electronic version at the organiser of the competition –Stars Communication, s.r.o., contact person: Vilma Pařenicová, e-mail: vilma@starscom.cz.

Jury: The entries will be evaluated by a jury consisting of fashion experts, journalists, stylists, and designers. The START-UP 2013 jury will be introduced on **May 31, 2013**.

Prizes: In each competition category, one winner will be announced. This winner will collect the reward of CZK 100,000 (€ 4,000) in the Clothing category, and CZK 50,000 (€ 2,000) in the Fashion Accessory category. Both winners will also get the opportunity to present their collections at MBPFW (Mercedes-Benz Prague Fashion Weekend) and BFW (Bratislava Fashion Weekend) 2013.

Announcement of finalists: until June 30, 2013

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For current information about the continuing preparations of Bratislava Fashion Weekend 2013 please visit www.fashionweekend.sk or join us on Facebook at www.facebook.com/BratislavaFashionWeekend.

About the organizers:

The organisers of the third annual BFW and MBPFW are the renowned production company STARS COMMUNICATION and the modelling agency CZ MODELS. This partnership combines the professional background, long-time experience and contacts of both companies. For more information please visit www.czModels.cz and www.starscom.cz.

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