

All Home Sewers of all ages and Genders!

Transform ragged T-shirts into a striking T-shirt fit for Cinderella or her Prince!

Everyone has T-shirts which have seen better days! It might be stained, lost its colour, has a tear or hole or is just out of fashion. Use these T-shirts and transform them into designer T-shirts.

Total prize value for this category is R 91 600

Guidelines for the home sewers category:

- Creativity is of utmost importance. Any needlework technique can be used to complete creative embellishing. Edges of fabric pieces need not be folded in and edges need not be sewn in position with a satin stitch. If a straight stitch or a machine embroidery stitch adds creativity to the artwork while being strong and durable at the same time, use it!
- Be creative! 3D designs and creative work are permitted.
- Original T-shirts can be dyed, painted, cut into strips and shapes in order to create the new T-shirt.
- Any make and model of sewing-, overlock- and embroidery machine can be used to create your masterpiece.

Rules for the home sewers category:

- Competition is open to anyone residing in South Africa and neighbouring countries – Namibia, Mozambique, Zimbabwe and Botswana. BERNINA shop owners, their immediate family and employees may not enter.
- All entries are free and will be donated to children's homes.
- An individual can submit more than one entry, but all entries must have an individually completed entry form attached to it.
- Use a minimum of two (2) and a maximum of four (4) used T-shirts to create your designer T-shirt fit for Cinderella or her Prince.
- No embroidery machine designs consisting of satin, fill or pattern stitches are to be used. Line designs can be used to attach a shape or add detail.
- The use of ribbons, braids, cords and handwork stitches as embellishment must not be more than 10% of the embellishment.
- T-shirts entered must be for Cinderella or her Prince between the ages of 6 and 18 years.
- Take photos of the original T-shirts - in its original state - which is selected to be used for the creation. These photos must accompany the entry. (Photos can be taken with a cellular phone and printed).
- Take a photo of the completed T-shirt and attach it to the entry form. (Photos can be taken with a cellular phone and printed).
- All entries must be handed in at a BERNINA shop or sent to BERNINA RSA, P. O. Box 291662, Melville, 2019 or delivered to BERNINA RSA, 9 Lime Street, Auckland Park, Johannesburg.
- Prizes cannot be exchanged for any other product or for cash.
- Participants agree to abide by the rules and judges' decisions. No discussions on judges' decisions will be entered into.

Closing date: October 12, 2015.

All entries must be handed in at the various BERNINA shops or sent directly to BERNINA RSA to reach them no later than October 12, 2015.

Judging criteria:

BERNINA RSA will be responsible for appointing a panel of qualified judges. All judging will be done at the offices of BERNINA RSA. The following will be considered during judging:

Creativity and originality	40%
Workmanship	30%
Appropriate techniques and ideas	20%
Theme interpretation	10%

Full detail on competition rules and entry forms available from your BERNINA dealer or mail BERNINA head office on marketing@berninasa.com for more information.

1ST PRIZE:
BERNINA 530
valued at
R 33 980



2ND PRIZE:
BERNINA 380
valued at
R 27 850



3RD PRIZE:
BERNINA 1150
valued at
R 12 300



10 CONSOLATION PRIZES:
5 x Tras Steamer to the value of R 2 500

5 x Hand-held steamers to the value of R 1 000 each.



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BERNINA

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Transform ragged T-Shirts into a striking T-Shirt fit for Cinderella or her Prince!

IMPORTANT:

- Competition is open to anyone residing in South Africa and neighboring countries – Namibia, Mozambique, Zimbabwe and Botswana.
- An individual can submit more than one entry, but all entries must have an Individually fully completed entry form attached to it. All forms must be signed by the participant.
- All entries must comply with the Competition Rules.
- The Dream T-Shirt can be for Cinderella or her Prince of age 6 to 18 years.
- Although great care will be taken, all entries are received and handled at the owner's risk. Insurance to be arranged by the owners if deemed necessary.
- All entries must be handed in at a BERNINA Shop or posted to BERNINA Head Office – PO Box 291662, Melville 2109, or handed in at BERNINA Head Office - 9 Lime Street, Auckland Park 2092, to reach them no later than 17H00 on 12 October 2015.
- No late entries will be accepted.
- Ensure that the following is attached to the entry
 1. Colour image of the original T-Shirts.
 2. Colour image of the Dream T-Shirt.
 3. Fully completed and signed entry form.

ENTRY FORM

Participant - Name and Surname:

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Postal Address:

..... Postal Code:.....

Telephone number:..... Mobile phone:.....

e-mail address:.....

Short description of embellishment:.....

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Please tick the appropriate box:

Entry was handed in at a BERNINA Shop. Indicate which shop:

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Entry was handed in at BERNINA Head Office.

Entry was posted to BERNINA Head Office.

I agree for my entry to be donated to the children's home as nominated by the BERNINA shop.

I agree to abide by the rules and decisions as set by the Judges and Organizers

Signature:.....

Date:.....

For any further information, contact marketing@berninasa.com



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