

Fashion & Clothing Construction Students

Clothe a Modern Cinderella or her Prince with an outfit tailor made for 2015!

Design and sew an original outfit suitable for a Modern Cinderella or her Prince.

Total prize value for this category is R 141 060

Any student studying Fashion Design/Clothing Construction at a Tertiary Institution such as a University or Fashion Design School / College, may participate.

Competition assignment:

- A maximum of 4 items per outfit will be considered for adjudication.
- The items must form a complete outfit and it must fit an adult person.
- The fabric and trimmings used for the outfit must be affordable.
- The type of textiles, creative use of colour and trimmings will be considered.
- With regard to the general sewing, attention will be paid to the general impression, suitable stitching and finishing techniques used.
- You may use various trimmings to compliment the outfit.
- A well presented story board (size A3) must accompany the entry with a short description on how the outfit was planned.

Rules and entries for the Fashion & Clothing Construction Students:

Competition closing date: October 12, 2015.
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.

Judging criteria:

| | |
|---|-----|
| Overall impression of the outfit | 30% |
| Story board | 10% |
| Construction and finishing of the outfit | 30% |
| Creativity | 20% |
| How well does the outfit reflect the competition assignment | 10% |



Overall winner
BERNINA 560 +
Embroidery Module
plus BERNINA
1150MDA overlocker



Total value
of
R75 890

1st Runner up
Bernina 350 plus
BERNINA 800DL
overlocker



Total value
of
R35 880

2nd Runner up
BERNINA 330 plus
BERNINA 700D
overlocker



Total value
of
R29 290

Something about our featured designers

Cinderella's outfit was designed and created by Juné Burger.

Juné Burger, a third year student at the North West School of Design, is a young aspiring fashion designer aiming to create designs that resonate of individuality and originality.

June was born and raised in Windhoek Namibia. In her high school days art was her passion and this is where the designing truly started. Fashion illustration brought her passion to life: dazzling figures in gracious and even Avant Garde outfits. This was the final straw, fashion was her calling.

North West School of Design has provided her with a vast set of skills and knowledge to continue to strive to greater and better things in the ever-changing world of fashion. Even as a first year student she won the award of Show Stopper with one of her first designs ever. Relentlessness in her passion is one thing that is for sure. You can view her range from last year at: <http://jburg707.wix.com/juniperdesigns>

Contact Juné Burger at: 078 610 8106 / jburg707@gmail.com



Juné Burger



Willie Coetzer

The Prince's outfit was designed and created by Willie Coetzer.

Willie was born 27 years ago in the small town of Hartswater. After school he studied Graphic Design at first and never thought that he would become involved in Fashion. The initial fashion interest spark was started by an encounter with the attire worn by jockeys at a horse race.

He enrolled for a 3 year Fashion Design Course at Bloemfontein Fashion Academy and the rest is history! Fashion is now his passion, which led to his own label, namely Willie Coetzer Couture, with Cape Town as his base.

Willie won first prize in the 2014 BERNINA Student Competition and he is now the proud owner of a BERNINA 560 + Embroidery Module as well as a BERNINA 1150MDA overlocker.

Contact Willie Coetzer at: 078 422 6442 / canterlot.fashion@gmail.com



facebook.com/berninasa



twitter.com/berninasa

made to create

BERNINA

General rules

Fashion & Clothing Construction Students

1. Registered Fashion Design or Clothing Construction may participate in this category.
2. Immediate family of BERNINA RSA and BERNINA dealers may not enter the competition.
3. The number of entries is unlimited.
4. All entries must be clean and not over handled.
5. Machine stitching means practical (utility) stitches, decorative stitches and buttonholes.
6. All trimmings used, must be washable.
7. NO machine embroidery will be allowed.
8. Only individual designs will qualify for judging – NO GROUP WORK!
9. No name may be stitched or painted on the article.
10. For any enquiries please contact Linda Venter – 011 7261800 or marketing@berninasa.com
11. An entry form must accompany all entries. The entry form should be securely attached to the inside of the garment.
12. The entry form must be completed in full. Incomplete information may result in disqualification of the entry.
13. The signing of the entry form constitutes a basic agreement between BERNINA and the person who enters, and this agreement binds the person entering the competition to act strictly according to the rules of the competition and ensures that BERNINA will present and run the competition strictly according to the rules. Transgression or breaking of the rules of this competition may result in the disqualification of the entry.
14. All the entries must reach BERNINA not later than October 12, 2015.
15. Entries can be handed in at participating BERNINA Dealers or at BERNINA RSA – 9 Lime Street, Auckland Park, Johannesburg.
16. Judging will take place at BERNINA RSA in Johannesburg on the 21, 22 and 23rd October 2015.
17. The decision of the judges is final and there will be absolutely no correspondence in this regard after the competition.
18. All entries will be returned to the participating BERNINA Dealers by the first week in November 2015.
19. Prizes may not be exchanged for cash and are not transferable.
20. Bernina vouchers may only be exchanged for BERNINA goods at participating BERNINA stores.
21. The person entering the competition absolves BERNINA from any claims that may arise as a result of damages or losses of any nature whatsoever which such a person may suffer at any time during the competition.
22. BERNINA RSA reserves the right to postpone or call off the competition at any time should exceptional conditions necessitate such drastic step.

Entry Form: Bernina Cinderella Project

Name:.....

Postal address:

.....Postal code:.....

Tel: () Cell:.....

Competition category:.....

Short description of article:

.....

I agree to comply with the rules of the competition

.....

Signature: Guardian signature - where applicable

**BERNINA
DEALER STAMP:**

-----TEAR OFF-----TEAR OFF-----TEAR OFF-----

Entrants name:

Contact number:.....

Short description of entry:.....

.....

Name of school/Institution:.....

.....

Received in good condition:.....

.....

BERNINA Dealer Signature and Stamp

**BERNINA
DEALER STAMP:**