

## **REGULATIONS**

### **BELGIAN FASHION AWARDS 2021**

#### **Article 1. Organisation**

1.1 The Belgian Fashion Awards are an initiative of Knack Weekend and Le Vif Weekend (Roularta Media Group NV) in collaboration with:

Flanders DC - Flanders District of Creativity

MAD – Brussels Fashion and Design Platform

Wallonie-Bruxelles Mode-Design (WBDM)

Hereinafter referred to together as “Organisers”

1.2 The awards ceremony for the Belgian Fashion Awards takes place annually. The event’s location alternates between Brussels (even years) and Antwerp (odd years).

1.3. No correspondence will be conducted regarding the rules, the mechanism of the competition or the modalities of selection, by telephone nor in writing. Participants who do not adhere to this will automatically be excluded from further participation.

1.4. The Organisers exercise control over the proper conduct of the competition and have final authority in all cases of dispute. In the event of force majeure or to guarantee the proper conduct of the competition, they may vote (by majority vote) to take all decisions that temporarily or permanently shorten, postpone, modify, transfer, expand or cancel the competition or a part thereof. For the same reasons, additions to the current regulations may be made by the Organisers; these then form an integral part of these regulations. These additions will be added to the regulations and announced on the website. In no case can the organisers be held liable for these actions.

#### **Article 2. Mission**

2.1. The Belgian Fashion Awards reward the established and emerging talents in the Belgian fashion industry. The Belgian Fashion Awards are widely supported thanks to the shared vision of a professional jury with significant expertise in the sector. One award winner is chosen by the public. It is the only initiative of this nature in Belgium, and with the official awards ceremony, the Belgian

Fashion Awards create a platform for visibility and recognition towards the professional fashion industry as well as towards the general public. The ceremony is also an opportunity to bring together professionals in the sector.

### **Article 3. The seven Belgian Fashion Awards**

3.1. Seven Belgian Fashion Awards are presented:

1. The Jury Prize
2. Designer of the Year
3. Professional of the Year
4. Changemaker of the Year
5. Emerging Talent of the Year
6. Most Promising Graduate
7. Fashion Brand of the Year (public choice award)

3.2. The various categories are described below:

3.2.1. The Jury Prize: rewards a Belgian designer or a designer working for a Belgian fashion house. This prize honours the career path of a designer. The work in one's own name or for a fashion house will convince the jury. Designers are solely nominated by the members of the Official Jury.

3.2.2. Designer of the Year: is awarded to a Belgian designer working in Belgium, whose work in his or her own name or for a fashion house impressed the jury during the past 24 months.

3.2.3. Professional of the Year: is awarded to a Belgian professional in the fashion industry, with the exception of designers, who has been noteworthy during the past 24 months.

3.2.4. Changemaker of the Year: is awarded to a committed designer or entrepreneur active in the Belgian fashion industry who has provided an outstanding contribution towards positive change during the past 24 months, for instance in striving for more sustainability, inclusivity or innovation.

3.2.5. Emerging Talent of the Year: is assigned to young talent or a Belgian label active in Belgium with a strong concept or great creativity. The winner must have been active in the professional area with his or her own collection for a maximum of 3 years. The winner receives a cash prize of € 5,000.

3.2.6. Most Promising Graduate: is awarded to an alumnus of a Belgian fashion school who graduated in June of the previous academic year. Belgian schools belonging to this category are: Royal Academy of Antwerp, La Cambre, SASK, KASK, HE Francisco Ferrer, Helmo Mode, Château Massart Mode.

3.2.7. Fashion Brand of the Year: is a public choice award for which Belgian brands can apply. The general public can choose their favourite via [www.belgianfashionawards.be](http://www.belgianfashionawards.be) from a final selection of 10 Belgian brands carefully selected by the professional jury. The brand with the most votes wins the audience award.

3.3. You cannot register for the first six categories above.

3.4. The nominees and laureates of the first six categories are nominated during two separate jury sessions with a majority of votes – with the exception of the Jury Prize (see article 8).

3.5. All Belgian brands can apply for the Fashion Brand of the Year award. Only 10 brands can qualify for the audience award, after selection by the Internal Jury.

The prize is awarded to the brand with the most preference votes. Voting on all nominated brands can be done online (see below in Article 7).

#### **Article 4. The two juries**

4.1. The Internal Jury: The Organisers hold a first jury session to appoint the nominees – except in the Fashion Brand of the Year and Jury Prize categories.

The Internal Jury consists of 9 people: representatives of each of the Organisers, as well as a representative from the Antwerp Fashion Museum (MoMu), a representative from the Brussels Fashion & Lace Museum, a representative from Modemuseum Hasselt and a representative from RTBF.

Each Organiser and museum has one vote, as well as the RTBF. Thus a total of 9 votes are cast

The Internal Jury convenes in the month of June. In September, the Internal Jury also validates the selection of the ten brands among the applications received in the Fashion Brand of the Year category.

4.2. The Official Jury: The Organisers annually assemble an official jury of experts and professionals who nominate the laureates of the Belgian Fashion Awards based on the selection of the Internal Jury – except for the Fashion Brand of the Year audience award.

The members of this Official Jury are recognised national and international authorities in the fashion industry and professionally active as a curator, designer, consultant, journalist or buyer.

The Official Jury is composed of at least 10 people with possibly one of the profiles listed below:

Curator Brussels Fashion & Lace Museum

Curator Antwerp Fashion Museum (MoMu)

Fashion journalist

National buyer

International buyer

Fashion consultant

Designer

Curator/organiser of another fashion prize

Each member has one vote.

The Official Jury convenes in the month of September.

Each member of the Official Jury must confirm his or her participation in writing.

4.3. By accepting their mandate, all jury members declare that they agree with the competition rules and commit themselves to their correct implementation. The jury members commit to strict confidentiality concerning all information that is discussed during the jury meetings. A violation of this commitment can give rise to the immediate exclusion of the jury member in question.

4.4. The Official Jury is chaired by a chairperson, nominated by the Organisers. The chairperson may not be one of the four organising partners. The chairperson is also the spokesperson for the Official Jury.

4.5. If a jury member is unable to physically participate in the jury session, he/she can communicate his/her votes and his/her justification for such, in writing online before the start of the jury session. In the case of absence, the jury member accepts the consensus reached by the rest of the jury.

4.6. The Chairperson and the Organisers can decide together to exclude and replace a jury member. A member of the jury may be excluded among others for reasons of non-compliance with the competition rules, the secrecy of the judging or for any reason that could cause the member concerned to compromise the good name of the initiative. The decision to exclude is taken after consultation within the Official Jury, whether or not in the presence of the jury member concerned. The decision of the Official Jury is discussed by the Chairperson with the Organisers, who can then decide together to exclude and replace the jury member in question. This final decision is not contestable and will be communicated in writing to the relevant jury member.

#### **Article 5. Nominating Candidates**

5.1. To be eligible for nomination in one of the categories, the candidate must meet all the minimum conditions as indicated in each category in Article 3.

5.2. The winner (person or brand) in a specific category cannot be nominated or be a candidate for one of the Belgian Fashion Awards the following year.

5.3. For the Fashion Brand of the Year (public choice award), the candidate must meet all the requirements mentioned in the call for candidates (see Article 7).

5.4. There are no candidate nominees in the Jury Prize category.

5.5. A candidate nominee is eligible in one of the categories if he or she is nominated by a member of the Internal Jury. Each member of the Internal Jury may nominate one or more candidates in each category up to five days before the jury session in June. The nomination must be substantiated in writing. This rule does not apply to the nomination in the audience award category Fashion Brand of the Year, nor for the Most Promising Graduate category.

#### **Article 6. Designating nominees**

6.1. During the Internal Jury session, five people or companies are selected from the list of nominated candidates for the following Belgian Fashion Award categories:

Designer of the Year

Emerging Talent of the Year

Professional of the Year

Changemaker of the Year

6.2. At the start of the Internal Jury session, the members review all candidates in the four categories mentioned above. Candidates who do not meet the conditions listed in Article 3 are removed from the list. The jury members can give their opinion or additional comments about each candidate (e.g. in case of an unclear and/or incomplete nomination). A written vote is then held in which all – the Organisers and the two museums – identify their three preferred candidates by giving 1 to 3 points, with 3 points going to the most favoured candidate. The five candidates with the most votes per category are selected as nominees in the relevant category. In the case of a tie, a new voting round (one point per jury member) is held involving the tied people/companies.

6.3. In the Most Promising Graduate of the Year category, the Internal Jury compiles the list of seven nominees together, one nominee for each of the seven Belgian schools. The members of the Internal Jury are assigned one or more schools in function of their language and/or community affiliation, as follows:

Flanders DC & Knack Weekend: Royal Academy of Antwerp, SASK, KASK.

MAD & Le Vif Weekend: La Cambre, Francisco Ferrer, Helmo Mode, Château Massart Mode.

One nominee is unanimously appointed per school.

6.4. No nominees are selected for the Jury Prize category. The Official Jury is authorised to appoint a laureate directly, after consultation (see Article 8).

## **Article 7. Audience Award – Fashion Brand of the Year**

7.1. Ten Belgian fashion brands are selected after a call for candidates launched by the Organisers.

The call for candidates will be launched via the Organisers' communication platforms. Interested brands will be able to apply based on presentation of a dossier. The call will be open for a period of at least one month.

7.2. Candidates will be assessed based on the following criteria:

The brand must have been active for at least 3 years;

The brand must be established in Belgium;

The brand must evidence a remarkable campaign or project during the current year and clearly

describe its remarkable aspect: the remarkable aspect must be measured by the commercial impact, environmental impact, economic impact, social impact, societal impact of the campaign or project in the field of fashion;

The brand shall provide images and videos in the case of a possible nomination.

7.3. The candidate brand is responsible for the truth and accuracy of the information provided. The Organisers have no obligation to investigate such.

7.4. The submission shall be done in the prescribed manner, in full, and within the specified period. If the submission does not comply, the organisation is entitled to exclude it. Registration means that the participant automatically agrees with the provisions in these regulations.

7.5. From the candidates, the members of the Internal Jury will select the ten nominated brands. The selection is based on votes; each Organiser and each museum will have ten votes. Each party can cast only one vote per brand. The ten brands with the most votes will be the ten nominated brands.

7.6. After this Internal Jury, the ten selected brands will be informed of their nomination.

7.7. The ten nominees will be presented to the public in October via [www.belgianfashionawards.be](http://www.belgianfashionawards.be). The public can vote via this website. To validly vote, a person can only cast one vote per brand; thus one person cannot vote for multiple brands. To be valid, the voter must state his or her e-mail address when voting.

7.8. The Organisers (Knack Weekend and Le Vif Weekend) exercise control over the correct conduct of the online voting and have definitive authority in all cases of dispute. In the event of force majeure or to ensure the correct conduct of the vote, they can take all the decisions necessary.

The contact information of each person participating in the vote are registered with Roularta Media Group NV and can be used for promotional purposes. Roularta Media Group allows you to access and rectify these data. Your data will be processed according to the privacy rules that can be found on the website [www.roularta.be](http://www.roularta.be).

7.9. The nominees are ranked by the number of votes received. The highest ranked nominee becomes the Fashion Brand of the Year laureate.

## **Article 8. Laureates for Designer, Professional, Changemaker, Emerging Talent, Most Promising Graduate of the Year awards**

8.1. At the start of the Official Jury session, the members review the five nominees in the categories

Designer of the Year

Emerging Talent of the Year

Professional of the Year

Changemaker of the Year  
and the six nominees in the category

Most Promising Graduate of the Year.

The members of the Official Jury can give their opinion or additional comments on each candidate. A written vote is then held in which the members of the Official Jury each indicate their three preferred candidates per category, awarding from 1 to 3 points.

The nominee with the most total points is the laureate who wins the Award.

In the case of a tie, a new voting round (one point per jury member) is held involving the tied nominees. In the event of another tie, the Chairperson of the Official Jury makes the final decision.

8.2. Jury Prize: during the Official Jury session, the jury members will choose a laureate for the Jury Prize. Designation of the laureate is done unanimously. If there is/are no candidate(s) who meet the criteria or if the Official Jury does not agree, the Official Jury may decide not to grant an award.

8.3. The Official Jury draws up an official report under the direction of the Chairperson, explaining his or her motivation for choosing the laureates in the different categories – except for the audience award.

8.4. The decisions of the Official Jury are binding. The results are not open to discussion.

8.5. Following the preparation of the official report by the Official Jury, the nominees and laureates are informed by the Organisers of the choice of the Official Jury.

The nominees will therefore be made public.

Not publicly disclosed:

The candidate(s) for the Jury Prize;

The nominees for the Designer of the Year award.

Nominees and eventual laureates may not communicate with the outside world about this. They will only be announced during the closing event.

#### **Article 9. The award ceremony and trophies**

9.1. All winners – designers, brands, professionals, students – are expected to attend the festive closing event, whose location alternates between Antwerp and Brussels.

9.2. The winners of seven Belgian Fashion Awards will be announced during this official ceremony.

9.3. The six laureates will receive their trophies during the official ceremony.

#### **Article 10. Communication**

10.1. Once the composition of the Official Jury has been approved, the names of the members of the jury will be made public.

10.2. A press release with the nominees will be published by the Organisers of the Belgian Fashion Awards and sent to the national and international press at the end of October. The 10 brands nominated for Fashion Brand of the Year may also communicate to the public about their nomination and invite people to vote by referring them to [www.belgianfashionawards.be](http://www.belgianfashionawards.be) and hashtag #bfa2021.

10.3. Immediately after the awards ceremony, a press release with the winners will be published by the Organisers of the Belgian Fashion Awards and sent to the national and international press.

10.4. Nominees may use the official logo “Belgian Fashion Award Nominee 2021”. After the award ceremony on November 25th 2021, the seven laureates may use the “Belgian Fashion Award Winner 2021” logo.