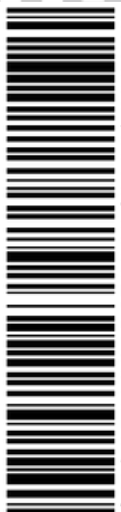


TALONS
AIGUILLES

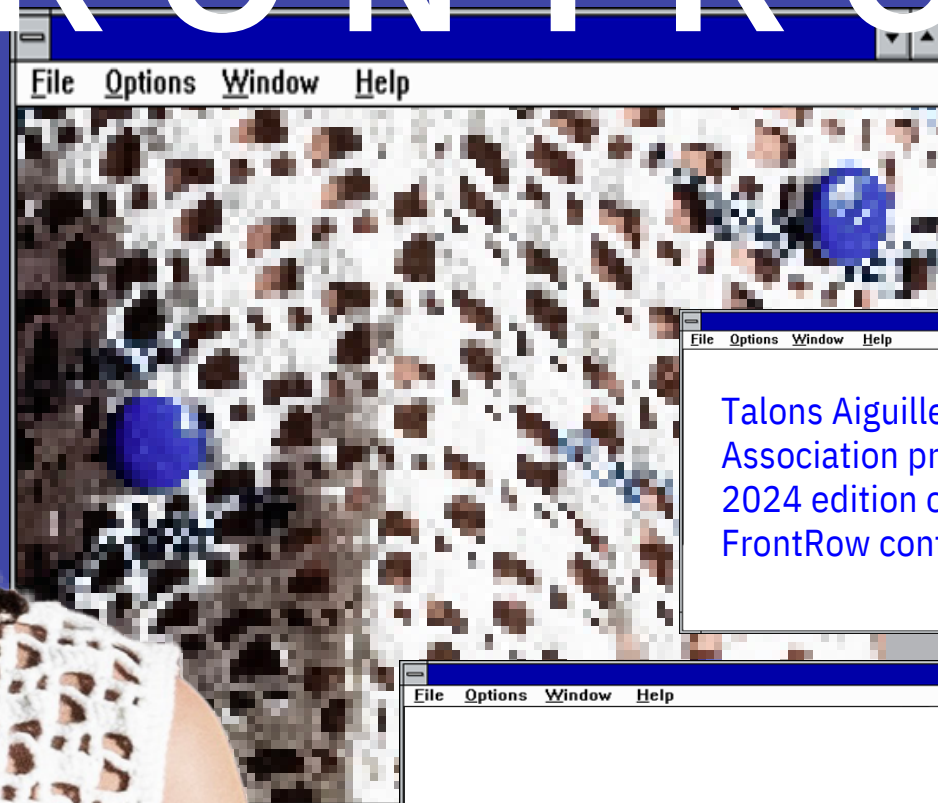


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FRONTROW



Talons Aiguilles
Association presents the
2024 edition of the
FrontRow contest

**STREETWEAR
CONTEST**



TALONS AIGUILLES

CONTEST : FRONT ROW

Urban inspirations, streetwear, and **streetwear** have made their mark in the fashion and luxury industries as well as in our wardrobes. Redefining the 'essentials,' they now have a prominent place alongside traditional pieces.

In 2019, Westfield EURALILLE shopping center and the Talons Aiguilles EDHEC association decided to create Front Row, **an international streetwear designer competition**. Twenty finalists, representing the best fashion schools from around the world, will showcase their creations in front of **a jury composed of prominent figures from the worlds of sports, fashion, and urban culture**.

On March 14, 2024, the underground parking lot of Westfield EURALILLE will host the 6th edition of this event, open to all. This year, Talons Aiguilles has chosen to pay tribute to a great streetwear designer through its theme:

'Virgil Abloh: From Off-White to Louis Vuitton.'

For the past two years, corporate social responsibility (CSR) has been at the heart of the runway show: social and environmental aspects are integral criteria in the competition, thanks to the creation of **the CSR award**.



MARCH 14, 2024

FRONT ROW

Talons Aiguilles is a student association under French law (law 1901), founded in 1992 by students of EDHEC Business School. Recognized as the first student fashion association in France, Talons Aiguilles has been organizing the International Young Fashion Designers Competition for the past 30 years, providing a platform for talented young designers from around the world. Talons Aiguilles now offers a similar international competition, but this time in the Streetwear universe with Front Row.

Judges for the 5th edition of Front Row:

Mai Lee, Hanadi Mostefa, Guito Herard, Yotam Shwartz.

Prizes to be won: Opening of a pop-up store, sewing machines, sewing essentials, fashion modeling books, coaching sessions at the Jomsy Fashion Institute, internships at the IFA...

TALONS AIGUILLES



20 INTERNATIONAL FINALISTS IN
COMPETITION
EXPECTED 1000 SPECTATORS

FIGURES

REGULATION

In order to be selected for the Front Row finals, you will need to imagine and create 3 ready-to-wear outfits following the theme 'Virgil Abloh: From Off-White to Louis Vuitton':

A women's ready-to-wear outfit

A men's ready-to-wear outfit

A choice of either a women's or men's ready-to-wear outfit

These 3 outfits should be developed in the spirit of a mini-collection and should be harmonious in both style and color, as well as materials. You are free to enhance them with certain accessories.

If you are selected for the finals, you will be required to bring these outfits to life.



MORE INFORMATION ON THE DOCUMENT TO BE SENT CAN BE FOUND IN THE ATTACHED ADMINISTRATIVE INSTRUCTIONS.

File Options Window Help

Virgil Abloh™

“ FROM OFF-WHITE TO LOUIS VUITTON “

Virgil Abloh is an American fashion designer of Ghanaian origin, known for his brand Off-White and his role as the artistic director of Louis Vuitton's men's collections.

With Off-White, he revolutionized luxury streetwear using industrial construction techniques and bold graphics. The brand quickly established itself as a reference in the high-end streetwear industry, with prestigious collaborations with brands such as Nike, Jimmy Choo, and Levi's.

His appointment at Louis Vuitton in 2018 made him the first African American designer to hold this prestigious position. It was hailed as a major turning point in the fashion industry, marking an opening and diversification of creative leadership. He brought a modern and urban aesthetic to the brand, blending classic elegance with streetwear influences.

His innovative approach has made him one of the most influential figures in the fashion industry, pushing the boundaries of creativity through his collections for Off-White and Louis Vuitton. Talons Aiguilles has decided to pay tribute to this great designer for its 6th edition of Front Row.



Talons Aiguilles
Head of Candidate and Jury Relations
Department : Clara Dukic
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+33 7 87 37 65 29

Artistic Director : Didier Dumetz

CONTACT



PRIZES :

THE FILE :

The file must include the following:

- The registration form located at the end of this document, filled out and signed.
- Your CV with a photo.
- A 50-word presentation of your background.
- A trend board.
- A color palette.
- Sketches of the 3 ready-to-wear outfits following the theme 'Virgil Abloh: From Off-White to Louis Vuitton.' These sketches should be in color, either hand-drawn or computer-generated, along with flat patterns, specifying the materials used.
- Material samples.
- Evaluation on a scale of 1 to 10 of the difficulty level and time required for an external dresser to put the outfit on a mannequin.

We strongly recommend including your portfolio to help us better understand your overall creative universe.

Finalist submissions can only be returned on the day of the Front Row as they may be displayed.

In order to be selected for the Front Row finals, you must not only have imagined but also have created the 3 outfits.»

Candidates automatically compete for either the Independent Prize or the Student Prize, depending on the status indicated in the registration form.

The CSR (Corporate Social Responsibility) Prize will also reward the candidate who has created their outfits with a CSR approach, including upcycling, zero waste, made in France, and animal welfare. The candidate must provide details of the steps taken in their submission and emphasize the sustainable aspect of their outfits. This will be in addition to the other required elements mentioned above for the submission.

MEASUREMENTS :

To design your silhouettes, please use the standard measurements for agency models:

For women: 90-60-90, between 1.78m and 1.85m

For men: 100-80-100, 1.90m (+/- 5cm)

However, it is advisable (and necessary) to allow for a bit more room than too tight (chest and lower body for women, chest and sleeve length for men...). You can always add pins at the last moment!

The models are professionals.

You should not provide your own models under any circumstances.

SELECTION CRITERIA :

Compliance with all the instructions provided above will be considered during the preselection of submissions as well as during the final of the competition.

The cleanliness of the submission, the technical quality of sketches and the outfits and/or accessories created, the originality of the designer, and the overall appearance of the proposed models also come into play.

DEADLINES :

Application deadline: December 31, 2023

Announcement of finalists: January 8, 2024

Front Row Final: March 14, 2024

CONTACT :

For more information, you can visit our website
<http://www.talonsaiguillesedhec.com> or contact :

ENVOI DU DOSSIER :

To register, please send your complete submission to:

Talons Aiguilles
EDHEC Business School
24 avenue Gustave Delory
CS 50411 59057 Roubaix Cedex 1

ADDITIONAL INFORMATIONS :

Please also include with your submission:

- 25€ registration fee in cash

OR

• A bank transfer of €25 (Bank details on the last page)

If you wish to have your submission returned to you, please provide a self-addressed envelope with the appropriate postage.

If we do not receive the €25, we will be unable to proceed with the review of your submission.

IMAGE RIGHTS :

By registering, each participant agrees to have their sketches (or photos of their sketches) used in the context of Front Row, including potential retrospectives or exhibitions.

By registering and, if selected for the final, each participant agrees that photos of themselves or their creations taken during the event may be used subsequently by Talons Aiguilles or the photographer.

ORGANIZATIONAL CONSTRAINTS :

Hairstyling, makeup, and the allocation of models are established in advance and are independent of the candidates' preferences. The same applies to the runway show playlist. These aspects are not subject to dispute.

REGISTRATION FORM :

Last name :
First name :
Date of Birth :
Nationality :
Adress :
.....
Phone (*international format*) :
Email :

I am (*please check one*) :

☐ Independent

☐ Student (*specify the school*) :

I, the undersigned
acknowledge that I have read and accept the rules of the
competition.

Signature :

I, the undersigned
commit to presenting myself, subject to being selected for the
final, on March 14, 2024, at Front Row with my three outfits and
accessories completed and in accordance with my sketches.

Signature :



RELEVÉ D'IDENTITÉ BANCAIRE

Ce relevé est destiné à tout organisme souhaitant connaître vos références bancaires pour domicilier des virements ou des prélèvements sur votre compte.

CR NORD DE FRANCE
AGENCE DE LILLE-CORMONTAIGNE

16/08/2023

Tel: 0320183176

Fax: 0320001381

Intitulé du Compte:

ASSOC. TALONS AIGUILLES
24 AVENUE GUSTAVE DELORY
59100 ROUBAIX

DOMICILIATION

Code établissement	Code guichet	Numéro de compte	Clé RIB
16706	05244	53975192209	36

IBAN (International Bank Account Number)

FR76 1670 6052 4453 9751 9220 936

BIC (Bank Identification Code) **AGRIFRPP867**



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