

Competition MOVING LACE

Final entry deadline : 28 september 2022

Sponsored by the On Aura Tout Vu fashion house

Prizewinners to be presented at the Première Vision salon in Paris

The competition is open to fashion design students over 18 years old and to designers having less than 5 years of experience in the profession.

For information and registration



LABLACE



MUSEE
des dentelles
et broderies
caudry

Fashion designer Ludovic Wehrhahn / Photo credit Florian Sauc



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Competition rules

MOVING LACE

Leavers Calais-Caudry® lace remastered by tomorrow's fashion designers



Sponsored by the On Aura Tout Vu fashion house



Context

The northern French town Caudry, together with Calais, now forms a world-wide hub for lace-making. The town counts no less than six lace-making companies who export 80% of their lace all over the world, mainly for the high fashion houses and luxury ready-to-wear markets. This exclusive know-how which has been handed down since the 19th century has thus received the stamp of approval of some top fashion designers such as Chanel, Ungaro, Elie Saab and Alexander McQueen, all of whom regularly use Caudry lace in their creations, like the emblematic dress created for the marriage of Kate Middleton to Prince William in 2011. Leavers lace is still relatively unknown to fashion design students whose courses include little or no content about the properties of this material.

Protected by the Calais-Caudry[®] trademark, Leavers lace is a high quality fabric that is both precious and rare; woven on a traditional Leavers loom according to a unique process, it achieves unparalleled delicacy and transparency. This intricate fabric is surprisingly strong owing to a unique process of interlaced threads and knots between the warp and weft threads. This is what sets Leavers lace apart from knitted laces. In addition to its infinite designs and visual effects, the wide variety of technical finishing techniques now used, such as calendaring to create a waxed effect, lamination of a PVC backing, transfer of metallic effects or silicon coating, have put lace at the forefront of textiles innovations. Both traditional and innovative, Leavers lace offers tremendous scope for creativity in the fashion, accessories and design industries.

The design lab (LabLace) of the Museum of Lace and Embroidery now wishes to extend its reach to fashion design students all over the world as part of a venture with the Lace industry to promote and share knowledge about Leavers Lace.

The competence and role of the museum in the preservation of local heritage, makes it only natural for it to act as a tool for promoting the Caudry lace industry. As part of this venture, and to attract the interest of fashion design schools, the museum's design lab is launching an international competition.

Goals

- **Stimulate the curiosity and creativity** of students by raising their awareness of Leavers Lace and offering them the opportunity of exploring the potential of this material.
- Encourage research and innovation to find new finishing techniques or new applications in the world of fashion.
- **Dream up a new image for lace** via productions that meet the expectations of 21st century society.
- Foster exchanges between lacemakers and future fashion designers.

Themes and categories

The competition is intended for higher education institutions and **is open to fashion design students over 18 years old**. Projects will be carried out individually or by two students supervised by a tutor.

The competition is also open to **young designers having less than 5 years of experience in the profession**.

You can register for the competition on-line on the museum's website until the deadline of **28 September 2022**.

The theme of this year's competition is "Moving Lace".

To be provided by the museum

The museum, working with the Caudry lace factories, undertakes to **provide the lace and tulle as well as technical assistance (embroidery and finishing) for each selected project**.

A pedagogical kit will be sent to each school, presenting the lace industry and its products. It will include a boxed kit of 4 folders on different themes, and a textile kit to allow students to discover the features and properties of the Leavers lace manufactured in Caudry¹:

Leavers lace, a modern adventure

- 200 years of expertise
- Leavers lace made in Calais-Caudry®, a registered trademark

Leavers lace, more than simple craftsmanship

- Manufacturing trades and processes

Leavers lace, a creative medium

- The properties of Leavers lace
- Innovative finishing techniques

¹ In order to represent the industry, a Calais lacemaker has also been included.

The latest creations in lace

- Formats and uses
- Lace, the signature material of many fashion designers

Textile kit

- 14 samples of lace (including swatches of Chantilly, gimp, semi-gimp, calendered or plastified lace)

Submissions

Once participants have read about the history, the manufacture and the properties of Leavers lace via the information package, they are asked to present the following in a two-stage process:

Their designs for a capsule collection of 7 outfits and 3 accessories using at least 1 metre of Leavers lace per item (clothing).

– First selection/jury 1 :

1. Using the document provided by the museum, present your creative project (in French or English) for the design of this collection, making sure you place the accent on its originality and innovative qualities.
2. Illustrate this document with 10 sketches of: 7 outfits and 3 accessories, clearly identifying the materials used, including lace, to ensure the models can be well understood.
3. Indicate what style of lace you intend to use (fine or thick) and the pattern (floral, geometrical or abstract) by means of a picture that you may have seen on one of the Caudry lacemakers' websites.

– Final selection/jury 2 :

1. Submit a full portfolio for the entire collection (containing sketches, technical diagrams, mood board, colour cards, range of materials, etc.).
2. Make a prototype of the piece defined after the first jury; this will be used to assess the technical design.

Project Selection

The selection criteria will be the clarity and relevance of the concepts, innovation in how Leavers lace is incorporated with regard to **its specific nature, feasibility of potential applications in the fashion industry and consideration for possible commercialisation.**

The files will be treated anonymously. The number of projects selected by the jury will depend on their quality with regard to the above criteria.

The jury will be composed of the museum director and manager of the museum's fashion and design section, the president of the museum association, the president of the French Lace and Embroidery Federation, a member of the international textiles fair Premiere Vision, a member of the culture and heritage commission of Caudry town council and other key figures working in fashion, in fashion press and in research, and also the lace-makers.

The jury will have all the necessary powers for supervising the competition, settling any disputes, modifying the phases of the competition, and excluding or reconsidering a contestant.

The jury reserves the right not to award a prize if it judges that the quality of the projects is not up to the required standard. The members of Lace and Embroidery Museum have a casting vote as the organizer of the competition and the designer of the temporary exhibition.

Naming of prize-winners and competition results

After the two jury sessions, three projects will be declared the prize winners and will be presented at two events :

Firstly in July 2023 when:

All three collections will be presented at the international textiles fair Première Vision in Paris:

First prize:

- A budget of € 2500 to be spent on raw materials from the Caudry lace factories for use in a future project.
- The collection of the first prize winner will be presented in an event space dedicated to the "Moving Lace" competition.

Second and third prizes:

- The creations of the second and third prize winners will be presented on the stands of the lacemakers who provided the lace used in them.
- There will be **a media briefing** to present the competition, together with the creations of all three prizewinners. The "Moving Lace" exhibition to be held at the Caudry Lace and Embroidery Museum will also be announced at this briefing.

Hotel accommodation will be provided and travelling expenses refunded to the first prize winner, to facilitate the latter's attendance at this media briefing during the Première Vision show.

On this occasion, and to help build relations with lace manufacturers, we will arrange a tour of some of the lace factories in Caudry.

Then from September 2023 to October 2024 :

- Presentation of the competition at the Caudry Lace and Embroidery museum via the « *Moving Lace* » exhibition. **The creations in the three prizewinning collections** will be exhibited for the whole year.

The winner of the first prize will receive a budget of € 2500 to be spent on raw materials from the Caudry lace factories for use in a future project.

Copyright

The projects shortlisted by the first jury, including both the prizewinners and other contestants alike, will remain the intellectual and physical property of their authors.

Entrants whose projects have been selected will nevertheless undertake **to leave one of their creations (to be agreed between the author and the museum)** in the collection of the Caudry Lace and Embroidery museum, holder of the "Musée de France" label. They will also agree to make their creations available to the museum where they will be exhibited from September 2022 to October 2023.

Projects which were not selected by the second jury may nevertheless be exhibited in the showrooms of trade fairs during the same period. After this period, the projects can be shipped back to the entrants at their request.

The authors of the selected projects and the prizewinners authorize the Caudry museum of Lace and Embroidery to communicate their creations via all forms of media (press, television, mailshots, exhibitions, publications, websites, etc.).

Modification - Postponement - Interruption

In the event of any modification, postponement or interruption of the competition for whatsoever reason, the organizers and jury members may not be held liable for any prejudice this may cause.

Recap of key dates

May to September 2022

- Registration until September 28, 2022 on the website

September to mid-November 2022

- Information packages sent to schools participating in the competition
- Educational actions
- First portfolio of projects to be sent before November 7, 2022

- First jury: mid-November 2022

Mid-November to mid-January 2023

- Lace sent to shortlisted students
- Second portfolio to be sent before January 23, 2023
- **Second jury: February**

February to June 2023

- February: the necessary lengths of lace will be sent for the selected projects
- June: receipt of finished items (these must reach the museum before June 24. Transport costs will be refunded by the museum.)

June 22, 2023: receipt of the 7 outfits and 3 accessories by the museum

Mid-July 2023

- Prizewinning pieces to be exhibited at the *Première Vision* international textiles show in Paris
- Media briefing at the *Première Vision* show in the presence of the first prize winner
- Tour of lacemaking factories in Caudry for the first prize winner

Mid-September 2023 to October 2024

- *Moving Lace* exhibition at the Caudry Lace and Embroidery museum

Entry file

Moving Lace contest at the Lace and Embroidery museum of Caudry, France

Terms and conditions for project approval/Jury members

In order to select the best projects, evaluation and approval will be conducted in two phases.

- Step 1: Entrants will present their draft projects to a shortlisting jury in November 2022
- Step 2: The shortlisted entrants will then present their finalised projects to the final jury in February 2023

The jury will be composed of the museum director and manager of the museum's fashion and design section, the president of the museum association, the president of the French Lace and Embroidery Federation, a member of the international textiles fair Premiere Vision, a member of the culture and heritage commission of Caudry town council and other key figures working in fashion, in fashion press and in research and also the lace-makers.

The jury will have all the necessary powers for supervising the competition, settling any disputes, modifying the phases of the competition, and excluding or reconsidering a contestant. The jury reserves the right not to award a prize if it judges that the quality of the projects is not up to the required standard.

Project evaluation criteria

Step 1: Shortlisting jury

Entrants must complete (in French or in English) the questionnaire below which will be part of your entry file. This will contain the following:

- Your interpretation of the theme of the *Moving Lace* competition
- A short text describing the creative process used to develop the concept for your collection.
- A portfolio of 10 sketches: 7 outfits and 3 accessories. The materials used, including lace, must be easily identifiable to ensure the models can be well understood.
- Details enabling the jury to identify what style of lace you intend to use (fine or thick) and the pattern (floral, geometrical or abstract), in particular via a picture that you may have seen on one of lacemakers' websites. Details enabling the jury to identify what style of lace you intend to use (fine or thick) and the pattern (floral, geometrical or abstract), in particular via a picture that you may have seen on one of lacemakers' websites.

If your entry is selected for Step 2, you will be informed of the item in your collection that has been chosen for the prototype to be submitted to the final jury. The lace will then be sent in accordance with the information provided in section 4.

1. What does the theme Moving Lace evoke for you?

2. Write a short text presenting the creative process used in developing your collection:
Evaluation criteria: pertinence of statement of intent, creativity, originality and innovative aspect of the project.

3. Write a few lines to describe the sketches enclosed with the file, explaining your choice of materials and colours:

Evaluation criteria: originality and innovative use of lace. A minimum of one meter of lace must be used per silhouette, failing which the entrant will be eliminated. (See competition rules)

4. To help the jury to visualize your collection, clearly state the style of Leavers lace you wish to use in your collection and your reasons for your choice (appearance, patterns, etc.)

Evaluation criteria: pertinence of the style and pattern of the lace chosen for the project (attach an illustrated example)

5. Explain how the properties of Leavers lace have been used to their best advantage in your designs, based on what you have read in the information package :

Project evaluation criteria

Step 2: Final jury

Prepare a portfolio containing the following items:

1. Complete style guide for a collection of 7 outfits and 3 accessories (mood board, colour card, range of materials, finished sketches, technical diagrams, etc.).

Evaluation criteria :

- *Aesthetic presentation of your portfolio*
- *Consistency of your collection with the theme.*

2. Make a prototype (predefined by the shortlisting jury) for the purpose of assessing the technical design (lace to be provided by the museum).

Evaluation criteria :

- *Workmanship*
- *Attention to the pertinent use of lace in the garment*
- *Attention to the commercial feasibility of the garment.*

Tell us something about yourself, your creative background and connection with the world of fashion design (schools attended, professional experience, previous competitions entered, etc.)
Should your project be selected for a prize, this text may be used in our communications about the competition, with the media, our partners and on the museum's website and social media.

*ENTRY FORM FOR THE
INTERNATIONAL MOVING LACE
COMPETITION*

For students

Surname :
First name :
Date of birth :
Email :

School :
Course :

Name of tutor :
Email :

Name of the fashion school and name of the referent teacher :

Course :

I certify to have read and accept the competition rules. I certify that I am the designer of the projects to be presented.

Signature :

Tutor's signature or official stamp of the school
(if students):

In accordance with the amended law of 6 January 1978, unless stated as optional, the data collected via the competition entry form is necessary for registering entrants to the competition. This data will be processed under the responsibility of the Caudry Lace and Embroidery Museum and is intended for said museum who is in charge of managing the competition and all consequences thereof. The entrants accept that the Caudry museum of Lace and Embroidery may use their personal data for registering their entry to the competition, for promoting the competition (unless the entrants expressly oppose such promotion pursuant to the following terms and conditions). In accordance with article 32 and following of the law of 6 January 1978, competition entrants have the right to access, rectify and oppose the transmission to third parties of any data concerning them. Any such requests concerning personal data may be made by e-mail to the Lace and Embroidery Museum of Caudry at lablace@musee-dentelle-caudry.fr

*ENTRY FORM FOR THE
INTERNATIONAL MOVING LACE
COMPETITION*

For designers

Surname :

First name :

Date of birth :

Email :

DUNS number :

Name of the company:

Company presentation :

Attach to the file an official document proving the creation of your company.

I certify to have read and accept the competition rules. I certify that I am the designer of the projects to be presented.

Signature :

In accordance with the amended law of 6 January 1978, unless stated as optional, the data collected via the competition entry form is necessary for registering entrants to the competition. This data will be processed under the responsibility of the Caudry Lace and Embroidery Museum and is intended for said museum who is in charge of managing the competition and all consequences thereof. The entrants accept that the Caudry museum of Lace and Embroidery may use their personal data for registering their entry to the competition, for promoting the competition (unless the entrants expressly oppose such promotion pursuant to the following terms and conditions). In accordance with article 32 and following of the law of 6 January 1978, competition entrants have the right to access, rectify and oppose the transmission to third parties of any data concerning them. Any such requests concerning personal data may be made by e-mail to the Lace and Embroidery Museum of Caudry at lablace@musee-dentelle-caudry.fr

Who may enter the Moving Lace competition ?

This competition is intended for final year students of fashion design in higher educational institutions and young fashion designers who are out of school for less than 2 years with a minimum of a 2-year program.

How will the competition be organized ?

- Before September 28, 2022, registration online on <https://musee-dentelle.caudry.fr/> o
- By 7 November 2022, receipt of the questionnaire (attached with the entry application file) and portfolio presenting 10 sketches: 7 outfits and 3 accessories, at least one metre of lace must be used per “look”
- Jury 1: mid-November. Shortlisted students will be informed by e-mail.
- If selected, these students must submit by 15 January 2023 a complete portfolio (sketches, technical diagrams, mood board, colour card, range of materials) for the full collection (attached with the entry file) and send a prototype as determined by the first jury (the necessary lace for this will be sent by the LabLace).
- Jury 2: early February. Selected students will be informed by e-mail.
- If selected, the full collection must be completed and sent by June 22, 2023 at the latest (the lengths of lace will be provided by LabLace by mid-February, free of charge) by professional courier service UPS, scheduled by the museum.

Where can I find the application form ?

- On the website <https://musee-dentelle.caudry.fr/> on the tab « Moving Lace », registration online
- From your referent teacher

Contact

Entry forms to be sent to : movinglace@musee-dentelle.caudry.fr

For further information please contact: :

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Musée des Dentelles et Broderies de Caudry

Place des mantilles, 59540 CAUDRY

Website : <http://musee-dentelle.caudry.fr>

The Caudry Lace and Embroidery museum

The museum, housed in a former lace-making factory (1898), is a tribute to the Leavers lace made in Caudry, preserving the machinery and also promoting other textile production techniques developed in the region, such as weaving, tulle, guipure lace and embroidery. With a focus on contemporary textile design, the museum is also a creative laboratory supporting young designers and fostering innovation through partnerships with lace-makers.

