



Camera Nazionale  
della Moda Italiana



## 2022 KIA DESIGNERS AWARD

Camera Nazionale della Moda Italiana and KIA are collaborating in an initiative to promote emerging creativity and showcase its quality and innovation content.



January 2022

KIA Designers Award addresses Italian and Korean emerging brands and students in fashion schools all over the world and aims to develop and promote synergy between Italy and Korea. KIA is known as an innovative and avant-garde brand and intends to acclaim emerging talents who advocate the concept of innovation through the medium of their collections.

The contest's international panel of experts will select six finalists - 3 Italian and 3 Korean - who will have the opportunity to work in pairs, favouring cultural and creative exchange, and create three capsule collections, each consisting of three garments.

The capsule collections will be on show at the CNMI Fashion Hub - thus enjoying great visibility - throughout the September 2022 Milano Fashion Week (from 21/09/22 to 26/09/22).

This call will be open **from 17 January to 5 March 2022**. Candidates may send their applications by email to [newbrandsprojects@cameramoda.it](mailto:newbrandsprojects@cameramoda.it), referencing **KIA DESIGNERS AWARD**.

The deadline for submission of projects is **5 March 2022**.

This call is open to all emerging brands which have been active on the market for no longer than six years and all students at universities or other organizations that provide 3-year or 2nd-cycle fashion design courses or short specialization courses.

The six finalists (3 pairs) selected by CNMI will produce three collections, each consisting of three women's or men's outfits. Camera Nazionale della Moda Italiana will oversee the design and production of these capsule collections on a tutorship basis. The collections will be produced at the expense of CNMI. Further, in addition to the production of a 3 capsule collection, each pair of designers will be required to submit a sketch for a personalized KIA car livery. Kia will select the most original creative design for the production of the wrapping of the car, which will be exhibited outside the CNMI Fashion Hub during the September 2022 Milano Fashion Week.

Camera Nazionale della Moda Italiana will organize an online mentoring programme (of around three months) that will engage the finalists once or twice a week for a couple of hours. CNMI will provide written justification for the selected students' absence from their courses for the purpose of participating in the aforementioned online mentoring programme, which is obligatory.





# PARTICIPATION PROCEDURE

## KIA DESIGNERS AWARD

### Art. 1 – Requisites for participation

The KIA DESIGNERS AWARD project addresses emerging brands which have been active on the market for no longer than six years and students at schools, academies, universities and fashion schools based in Italy and abroad.

### **Contest concept: WHAT IS YOUR IDEA ABOUT NEWNESS?**

NEWNESS, contemporary innovation. The challenge of being original in the world of fashion and design. Projected towards a future in which innovating means rethinking design, creating new manual or digital processes, inventing new uses and new items with a new styling.

### **What to submit:**

Candidates will be asked to submit their idea of “Newness” using one or more of the following instruments at their discretion:

- drawings
- sketches
- multimedia contents
- video clips
- mood boards
- storyboards
- images
- audio contents
- other

It is advisable to submit different kinds of material to facilitate understanding and analysis of the concept.

**The whole must be accompanied by a brief description of the project, the participant’s CV and a lookbook of the last two collections in the case of emerging brands and a portfolio in the case of students.**

### Art. 2 – Timings

- From 17 January 2022 to 5 March 2022 – Opening of the call on the website [www.cameramoda.it](http://www.cameramoda.it) and collection of applications.
- After the close of the call, a panel of industry experts will assess all the applications submitted and choose the most meritworthy projects.
- A shortlist of candidates may then be invited to interviews for the purpose of choosing six finalists.
- The members of the panel of experts who will assess the projects and select the six finalists will be announced at the February 2022 Fashion Week.
- Subsequently, the names of the six finalists will be publicly announced and they will be invited to proceed with the development of their projects.
- This will be followed by an online mentoring programme (of around three months) that

will engage the finalists once or twice a week for a couple of hours. Participation in this online mentoring programme will be obligatory for the finalists.

- The finalists will then be able to work in pairs, as selected by CNMI, to produce three 3 capsule collections and three creative designs for a KIA car livery.
- The capsule collections thus produced will be presented at the CNMI Fashion Hub during the September 2022 Milano Fashion Week.
- The most original creative design for the car livery will be chosen to personalize the KIA that will be on show throughout the September 2022 Milano Fashion Week.

### **Art. 3 – Submission of applications**

Students must submit all their documents in digital format using WeTransfer and addressing [newbrandsprojects@cameramoda.it](mailto:newbrandsprojects@cameramoda.it)

The application submission email must contain:

- a fully compiled application form (pages 2/3 of this document);
- a detailed written presentation of the project;
- supporting materials (drawings, sketches, multimedia content, mood boards, storyboards, video clips, images, audio content, references, etc.);
- student's CV (academic record, special projects, etc.).

### **Art. 4 – Selection by expert panel**

The following criteria will be used to assess applicants' materials:

- degree of innovation;
- degree of creativity and of contemporary relevance;
- narrative capacity;
- production quality.

Being selected to take part in the KIA DESIGNERS AWARD is considered an award, a recognition in itself. All the finalists in the contest who are given the opportunity to show their capsule collections at the Milano Fashion Week will therefore be considered winners.

### **Art. 5 – Promotion of the initiative**

Camera Nazionale della Moda Italiana will promote the initiative through its Press Office, its website ([www.cameramoda.it](http://www.cameramoda.it)) and its social channels.

Participants will be able to communicate and promote their personal initiatives using their own websites/social channels provided such communication is approved beforehand by Camera Nazionale della Moda Italiana.

### **Art.6 – Copyright**

All moral rights and rights of attribution over projects shall remain the property of the projects' creators. CNMI reserves all rights of publication and distribution of images. Candidates therefore agree to images of their collections being used by CNMI for purposes of promotion, press campaigns and online advertising.

Candidates undertake not to infringe 3rd party intellectual or industrial property rights in the production of their outfits. In this context, candidates personally undertake to hold CNMI harmless in connection with any damages, charges or expenses and to act on its behalf in court in the case of claims made by 3rd parties in relation to the outfits produced or to any other issue raised by 3rd parties.

Should candidates submit materials not included in the list in art. 1 above, CNMI may decide entirely at its own discretion whether or not to accept them. In any case, CNMI reserves the right to assess applications received and select them. If a form is not signed in acknowledgement of acceptance by 5 March 2022, Camera Nazionale della Moda Italiana will not be able to include and assess the relative project.

SIGNATURE

(In acknowledgement of receipt and acceptance)

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## **PERSONAL DATA PROTECTION NOTICE**

pursuant to art. 13, GDPR (General Data Protection Regulation)

In its capacity as Data Controller, Camera Nazionale della Moda Italiana (hereinafter "CNMI"), an association based in Milan (Piazza Duomo, 31 - 20122 Milano), treats the security and confidentiality of personal data with extreme diligence and, pursuant to article 13, EU Regulation no. 679/2016 (General Data Protection Regulation, "GDPR"), hereby informs you of the following.

### **PERSONAL DATA REGARDING YOU THAT MAY BE PROCESSED**

The categories of personal data regarding you that may be processed are as follows (the term "personal data" refers to all the categories listed here, considered as a whole): personal and contact details: names, phone numbers, e-mail address, home/domicile address, tax code/VAT no.; payment data for amounts due to you (eg. IBAN); information about receipt and opening of emails sent by CNMI; information gathered by means of web beacons (tracking tools in the form of small images) in emails sent by CNMI.

### **HOW WE ACQUIRE YOUR PERSONAL DATA**

CNMI acquires and processes your personal data by virtue of its relationship with you. If you provide personal data on behalf of someone else, you must first be sure that the person concerned has read this Privacy Notice. We must ask you to help us keep your personal data up to date by informing CNMI of any changes thereto.

### **PURPOSES FOR WHICH YOUR PERSONAL DATA MAY BE USED**

CNMI may process your personal data for one or more of the following purposes on the lawful basis indicated from time to time:

a) Establishment and management of a relationship.

CNMI may process your personal data for the purpose of establishing and managing a relationship. Lawful basis for processing: fulfilment of contractual/pre-contractual obligations. Provision of data is obligatory for the purpose of managing your request; without it, we are unable to proceed. With reference to information gathered via web beacon on receipt and opening of emails sent by CNMI, the lawful basis for processing is CNMI's legitimate interest in carrying out internal checks on the proper operation of the communication channel with which the relationship is managed. This tracking tool may be deactivated by means of the browser settings. These settings can usually be found under "options" or in the "preferences" menu of the browser you use. Further information on tracking tools may be found on the website [www.cameramoda.it](http://www.cameramoda.it) (click on the "Cookie Policy" button).

b) Purposes relating to legal obligations, regulations or EU legislation, provisions/requests issued by legal authorities, including supervisory and watchdog organizations.

The Data Controller may process your personal data in order to fulfil its legal obligations. Lawful basis for processing: fulfilment of a legal obligation. Provision of personal data for such purposes is obligatory because without it CNMI will be unable to fulfil specific legal obligations.

c) Defence of rights in judicial, administrative or out-of-court proceedings and in the context of disputes arising from the relationship.

The Data Controller may process your personal data in order to defend its rights in legal proceedings or to make claims against you or 3rd parties. Lawful basis for processing: CNMI's legitimate interest in defending its own rights. In this case, you are not required to provide new, specific data, since CNMI will pursue this new purpose, where necessary, by processing data acquired for the aforementioned purposes, deemed compatible with this notice.

## **HOW WE KEEP YOUR PERSONAL DATA SECURE**

CNMI has adequate security measures in place to improve the protection, security, integrity and accessibility of your personal data. All your personal data are kept on our protected servers or those of our suppliers or in the form of suitably archived paper copies and can be accessed and used in accordance with our security standards and policies (or the equivalent standards of our suppliers). Our servers are inside the European Economic Area (EEA).

## **HOW LONG WE KEEP YOUR DATA**

We only keep personal data for the time needed to pursue the purposes for which they were acquired or for any other legitimate related purpose, and for 10 years thereafter. Any personal data no longer necessary, or for which there is no lawful basis for keeping it, will be irreversibly anonymized or securely erased.

## **WITH WHOM WE MAY SHARE YOUR PERSONAL DATA**

Your personal data may be accessed by authorized employees or external suppliers appointed, where necessary, as data processors. For the same purposes, your personal data may also be accessed by Camera Moda S.r.l. where appointed as data processor by CNMI. Please contact us using the email address [privacy@cameramoda.it](mailto:privacy@cameramoda.it) if you wish to ask to view the list of data processors and other subjects to which we disclose data.

## **YOUR DATA PROTECTION RIGHTS and RIGHT TO LODGE COMPLAINTS TO THE WATCHDOG AUTHORITY**

On certain conditions provided for by the GDPR, you are entitled to seek the following from CNMI:

- access to your personal data;
- a copy of the personal data you have provided to us (data portability);
- rectification of data in our possession;
- erasure of any data for which CNMI no longer has any lawful basis for processing;
- restriction of the way in which CNMI processes your personal data, within the limits provided for by the GDPR;
- right to object: in addition to the rights listed above, you may at any time object, on grounds relating to your particular situation, to CNMI's processing of your personal data in the pursuit of its legitimate interests. You should address your request to object to [privacy@cameramoda.it](mailto:privacy@cameramoda.it). The exercising of such rights is subject to certain exceptions designed to safeguard public interest (eg. prevention or identification of crimes) and CNMI's interests. Should you exercise any of the abovementioned rights, CNMI will be under obligation to ascertain your entitlement to exercise it and to reply to you, usually, within one month. If you believe that Personal Data regarding you are being processed in breach of the provisions of the GDPR, you are entitled to lodge a complaint with the personal data protection authority using the contacts provided on the website [www.garanteprivacy.it](http://www.garanteprivacy.it), or take appropriate legal action.

## **CONTACTS**

The contact data of CNMI in its capacity as data controller are as follows:  
e-mail: [privacy@cameramoda.it](mailto:privacy@cameramoda.it); tel. 02/7771081.

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