PCA VISION DESIGN AWARDS TOWARDS 2030

PCAVISION is a global student design competition that encourages the creation of imaginative, commercially realistic, practical and sustainable garments for the professional clothing industry.

The goal is to look to the future and deliver impressive, inspirational and innovative designs for tomorrow's workers.

PCA VISION TOWARDS 2030

Chair of PCA VISION Harold Tilman CBE

Harold Tillman CBE, Enterprise and Business Advisor at the London College of Fashion and Former Chair of the British Fashion Council.

It is an honour to chair PCA VISION, the global design contest that empowers student designers in the professional clothing industry.

This year, we want to encourage mentor sponsors and sustainability partners to nurture student ambition and support innovative circular design principles that make recycle and reuse easier.

My own career spans some 55 years and having studied fashion design, more specifically tailoring, at London College of Fashion in the 1960s, the world of design and has grown significantly.

As a pretty 'raw' student, I acquired an incredible 'discipline' in every sense of the word. I was taught the skills that enabled me to be an apprentice on Savile Row, in effect the next stage of my education, and from that, I went on to become what would now best be described as a 'fashion entrepreneur' and later, the dizzy heights of chairing the British Fashion Council.

Despite the world of textiles having changed beyond anything I could have imagined when I was a student, some things never change, and the passion and creativity I see in today's students is no different to the way I felt when I first started working – we were all bursting to express our individual ideas. I feel privileged to give something back to this extraordinary industry, and it now gives me enormous pleasure to chair PCA VISION. I am convinced that students are entering one of the most exciting and vibrant competitions that exist. With their skills and training, they have a wonderful future ahead of them.

The Contest

PCA VISION is the internationally acclaimed student design competition dedicated to the professional clothing industry, for corporatewear, workwear and personal protective equipment (PPE) markets.

Professional clothing is one of the most design-led and technical sectors within the textiles industry. **PCA VISION** is set to challenge, inspire and motivate students around the globe to compete with their most innovative, functional, sustainable and commercially viable designs..

The winner of the global student design competition will be crowned at the prestigious PCIAW® Awards, in front of the biggest players within the professional clothing industry. The finalists have the exclusive opportunity to network and create industry contacts at the awards ceremony to further their professional development and create opportunities.

Winners of the **PCAVISION** competition are invited to sit on the judging panel of the following year's competition, further inviting greater integration with industry contacts.

All PCIAW® 2022 Summit & Awards photos: Harry Saunders@Photoface

The winner is announced at the PCIAW® Awards in November

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The world of professional clothing is one of the most challenging industries for any designer, involving the creation of thousands of garments to be worn by people across a vast spectrum of their working life.

Corporatewear, workwear and personal protective equipment must meet the needs of the worker and their role, whilst embodying the image and culture of the company.

Designers have to consider garment styling, colour choice, health and safety, job location and many more criteria as they create functional, fit for purpose clothing. There are increasing requirements for designers to incorporate sustainable thinking and ethical practices into their garment solutions, which will be a central focus for the **PCA VISION** design awards, going forward.

Prize winner receives £1000

A future vision of sustainable clothing

PCA VISION TOWARDS 2030 asks students to express their personal vision for sustainable clothing that can be worn for a specific job role in a sector of their choice. The goal is to encourage an environmentally conscious future within the professional clothing industry and deliver impressive, inspirational and innovative designs. Designers may look at reimagining clothing for a traditional role or designing for a future position, creating garments that help workers succeed in their role

In support of the 2030 Net Zero carbon emissions goals that have been set, student designers are also required to show how their designs can meet sustainability drivers for circularity and offer a reduced environmental impact.

In the development of their design, students can consider elements such as reuse and repair of materials, repurposing, recyclability, biodegradability and take advantage of the latest advances in technology and innovative sustainability solutions.

Industry partners

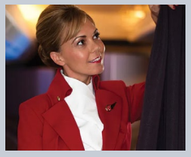
PCA VISION TOWARDS 2030 is supported by materials sponsors and sustainability partners in the professional clothing industry who are committed to the 2030 Net Zero goals. Sponsors will share information about technologies, materials and sustainable practices to help inspire students in their design work.

Participants

PCA VISION is open to individual students enrolled in a garment design course at a PCIAW® selected university, college or school of garment design. Students must be at least 18 years old on the date when the competition opens. Students must be enrolled at the PCIAW® selected university, college or school at the date when the competition opens.

Categories

Corporatewear



Corporatewear designs are tailored to broadcast a brand's identity, reflecting their values and style. Corporatewear can be elegant and stylish in luxurious settings such as hotels and airlines, or simplistic and distinctive for companies such as fast-food chains or supermarkets.

Workwear

Workwear is designed for optimal functionality and technical protection in working environments, tailored specifically to the job role. Workwear considers the range of movement and storage requirements of end-users doing the job and designs garments to meet their needs.

PPE (Personal Protective Equipment)

PPE is life saving equipment and refers to any item that protects the wearer from the skin outwards from head to toe.

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The design brief

Design a range for a specific job role in any industry that falls into one of these three clothing categories – corporatewear, workwear or personal protective equipment.

You must specify the end user's job role and produce innovative, functional, sustainable garment solutions designed to be worn by both men, women or non-gender-conforming people at work.
These designs will meet the needs of the worker and can help them to perform their job to the best of their ability in their individual work environment.

You must also show how your design is sustainable and provide an end-of-life garment plan that will help in the drive towards textile circularity for the professional clothing industry.

Design submission

All entries must be submitted through the participating university. The university must review and shortlist entries, submitting a maximum of 3 individual student designs.

The designs must be submitted through the competition online portal. Only online submissions will be accepted. All submissions will be judged equally, and the choice of category will not affect the judges' final decision.

Judging

If your design adheres to all submission requirements, it will then pass to the first round of judging held by our expert panel. Entrants' designs will be reviewed by the judging panel against the following criteria:

1. **Utilisation of fabrics, trims and textile technology in the garment design**
2. **Overall functionality of the garment design for the worker and specified work environment**
3. **Commercial viability of designs in the professional clothing industry**
4. **Level of innovation in the design and its potential for changing the style/approach to garments used in the specified job role.**

Timeline of PCA VISION TOWARDS 2030

1st MARCH Online submission – First round	7th MARCH First round judging	14th MARCH Notify Shortlisted Students	9th AUGUST Deadline to receive garment	OCTOBER (TBC) PCIAW® Awards dinner
Deadline for online submissions entering the contest is by 1st March.	**First round of judging for PCA VISION by the panel will be held on 7th March.**	**Designers shortlisted for the second round of the contest will be notified by on 14th March.**	**In the second round, students must create a sample outfit. Garments must be in the possession of the contest organisers by the final deadline of 9th August, or they risk being unsubmitted.**	**Winners will be announced during the prestigious PCIAW® Awards dinner during October.**

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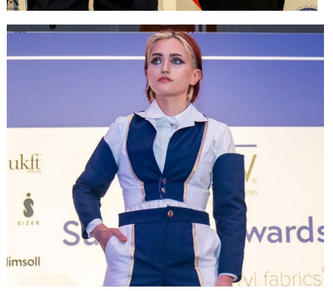
Submission requirements

1. Student design entries must be identified as work clothing for ONE of the three categories:
   - **Corporatewear**
   - **Workwear**
   - **PPE (personal protective equipment)**
2. Design drawings should show both male and female, or gender neutral, versions of the outfit/concept.
3. Provide specifics of the job role, industry and work environment where the design would be worn/used.
4. Explain how the design is fit for purpose/ functional for the job role selected.
5. Include suggested fabric, trim selections and explanation of how and why these work in the design concept.
6. Summarise the sustainability aspects of your design and how decisions taken reduce environmental impact of production and support textile circularity. Explain how design, material and component choices help to facilitate an end-of-life garment strategy for easier repair, reuse/repurpose, disassembly, recycling or disposal (eg biodegrade) methods.

Tech specs:
Entries should be uploaded as hi-res PDF files, to a maximum of 50MB per file.

Female designs for size 10 fit model, height between 5'4 to 5'9ft. Bust 88cm. Waist 70cm. Hips 93.5cm.
Male size medium fit model, height between 5'10 to 6ft. Chest 97-101cm. Waist 81.28cm. Inseam 81.28cm.



The Professional Clothing Industry Association Worldwide

Putting buyers in touch with suppliers

> A truly international network reaching over 100 countries

Background

PCIAW® is the member-driven organisation dedicated exclusively to the global corporatewear, workwear, and personal protective equipment (PPE) sectors, across the entire supply chain from fibre to buyer.

PCIAW® offers a unique, international platform, which connects a multitude of stakeholders from diverse markets, including healthcare, emergency services, military, construction, aviation, banking, hospitality and more.

Objectives

- Increasing brand awareness and launching new product ranges into markets
- Expanding industry contacts through targeted networking opportunities
- Facilitating collaboration to accelerate innovation and business growth
- Educating on sustainable action plans to assist with your journey to net zero
- Celebrating success with globally esteemed awards

Get in touch:

CEO:
Yvette Ashby
T: +44 (0) 1908 411 415
E: yvette@pciaw.org

Editor:
Declan Osborn
T: +44 (0) 1908 411 415
M: +44 (0) 7770 873 200
E: declan@pciaw.org

Content Writer:
Jamie Stokes
T: +44 (0) 1908 411 415
E: jamie@pciaw.org

Graphic Designer:
Oscar Edwards
T: +44 (0) 1908 411 415
E: oscar@pciaw.com

Business Development Executive
Harry Forder
T: +44 (0) 1908 411 415
E: harry@pciaw.org

Published by:
PCIAW® Ltd.
South House 3A, Suite 4,
Bond Estate, Bond Avenue,
Milton Keynes MK1 1SW.

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E: info@pciaw.org

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