



The fashion contest with a conscience!

2011-2012

BRIEFING, RULES AND BACKGROUND

In an evolution of the popular international Design Against Fur poster competition Respect for Animals is launching a new UK competition designed especially for fashion students and recent graduates which will explore and promote compassion for animals used in fashion. Here at Respect for Animals we believe this offers you an opportunity to showcase your talent and contribute to a worthy cause.

The aim of the competition will be to emphasise the positive aspects of non-fur 'fabrics'. Entrants are invited to enter their fur free fashions for a chance to win cash prizes and help promote the ethical and environmental benefits of foregoing fur fashion. We want the modern world to celebrate all animals and not kill them to wear their skins - and we want you to help us make that happen.

Your work will be evaluated by fashion experts and leaders and potentially used in national and international campaigns to end the cruel fur trade.

For more information please contact:

Telephone: 0115 9525440

E-mail: info@respectforanimals.org

How to Enter (summary):

To enter, you must:

- Be in full time education or have finished university/school in the last year.
- Register for the competition simply by sending an e-mail to info@respectforanimals.org giving:
 - your name
 - your course name
 - and College/University
 - whether you are entering the t-shirt or garment section of the competition

You will then be issued with a competition entry number.

- **Deadline for Registration is Friday, 20 April 2012.**
- Provide an annotated sketch or design of a finished, original fur-free garment or t-shirt.
- There are two sections to this year's competition and the theme and interpretation are broad. You must enter either of the following – Anti-fur t-shirt (with design, slogan or both) **or** garment which would be seen as a fashionable alternative to a fur coat or garment with fur trim.
- All entries can contain no animal products in their design – these include leather, wool, silk, etc.
- Read and comply with the official rules and regulations (below)
- **The Deadline for submitting entries is Friday, 27 April 2012**

The Creative Brief

Students and Graduates

As a compassionate fashion designer, you can make a real difference for millions of animals who suffer in the fur trade, and we invite you to participate in this important design competition with a conscience.

The fur trade works very hard to portray fur as a symbol of glamour, that it's an 'eco' choice, that there is such a thing as 'higher welfare' – all done to make fur acceptable and disassociate us from the animals it once was. They fail to show us that animals live their lives in tiny barren cages on a fur farm, or how they sometimes resort to chewing off their own legs to escape from a trap. Fur is cruel – it's that simple – and is never acceptable.

Many designers and stores are completely fur-free and hugely successful – from Stella McCartney to Selfridges, to name but two. These designers and retailers recognise that most people are appalled by real fur. In a recent poll 95% said they would never wear real fur.

We want you to design a creative, innovative item of clothing that shows that the wearing of fur is cruel and unnecessary. We want the modern world to celebrate all animals and not victimize them by killing them to wear their skins - and we want you to

help us make that happen. How you do it is up to you – you are the creative ones after all!!

Your work will be evaluated by fashion leaders and design experts and will potentially be used in national and international campaigns to end the cruel fur trade.

There are cash prizes (£500 for the winners) and all winners and commended students will receive certificates for their portfolios. Winning work will be promoted on a range of national and international sites.

- **Entry is completely free of charge**
- **Registration and designs to be submitted by: 26 April 2012**

Background

Most of the 75 million animals killed for their fur every year are raised and killed on fur factory farms. The rest are trapped in the wild using barbaric traps such as the steel-jawed leghold trap where animals can suffer terrible injuries and are often killed by being stamped on, strangled or clubbed.

The majority of the fur (such as mink, fox or rabbit) that is sold around the world, from a full length coat to a piece of trim on a hood, on a pair of gloves or on a hat comes from fur factory farms where the animals are incarcerated in row upon row of small, barren, wire cages – usually on industrial scale size factory farms - for the whole of their short miserable lives.

Mink and fox kept in fur factory farms are still essentially wild animals. They are not like any other type of farm animals, being carnivores, predatory and, in the case of mink, highly territorial and solitary.

In the United Kingdom fur factory farming is banned following an extensive review of the evidence. Steel-jawed leghold traps are also banned here – it has been illegal to use them for more than 50 years.

Since the two main methods of obtaining fur are banned due to their inherent cruelty, it is hypocritical for fur to be sold in the UK.

See more **Facts about fur** at the end of this briefing.

What's required?

With the above **Background** in mind, Students should produce a design that conveys to potential buyers and wearers of fur that fur is cruel and unnecessary and that you can be fashionable and eye-catching without wearing dead animals.

For 2012 we have deliberately kept the scope wide and open so you can use your creativity and imagination. We want you to produce an eye-catching, thought-provoking design in sketch form with annotations.

It could be an anti-fur t-shirt with a slogan or design, or perhaps it will be a beautiful coat that shows how you can be innovative and imaginative without using animals. Or perhaps it will be a cute alternative to a fur collar – the only thing that limits you is your imagination!

Note: The artwork you supply should be maximum A3 sized for ease of judging & reproduction.

Here are some Top Tips from our judges:

1. The most important thing is a good idea.
2. Research your subject.
3. This is not a new issue, so the more unique your approach the more likely it will attract attention. Find a key truth or insight.
4. Distil your idea into it's best expression.
5. Explore the different ways you can express your key thought and then use the idea you feel is the most powerful. Sometimes thinking about your subject from a totally different perspective can offer up an original approach.
6. Entries must contain no animal products – these include leather, wool, silk, etc. – in the design.
7. Good luck!

Promotional objective:

Convince consumers, retailers, potential buyers and wearers of fur, or clothing with fur trim, that real animal fur is never OK as it is cruel and unnecessary – convince them not to buy or wear real fur by showcasing what alternatives there are, or by using a slogan or piece of advertising on a t-shirt, say.

Target audience:

Potential buyers and wearers of fur clothing or trim. Young, smart, interested in clothes, knowledgeable about fashion and designers and keen to look good but who, perhaps, even deep down, are against cruelty to animals.

Perhaps they are already unsure about the ethics of wearing real fur, or perhaps they just don't care about animal suffering.

But remember, most people in the UK are against fur so you might want to use that dynamic to isolate fur wearers.

Use of Images:

Students must only use images they have created themselves or images from the web pages listed below. The owners of the images on these web pages have given Design Against Fur Fashion (DAFF) their specific agreement that these images may be used for this DAFF competition. DAFF thanks them for their assistance, it is much appreciated.

- Nettverk for Dyrs Frihet (Network for Animal Freedom), Norway
www.flickr.com/photos/dyrsfrihet/sets/72157621987318377
www.flickr.com/photos/dyrsfrihet/sets/72157615485338679
- Michal Kolesar, Czech Republic
michalkolesar.net/cpg/index.php?cat=5
- Anima, Denmark
www.flickr.com/photos/forbydminkavl/page2/
- Swiss Animal Protection, Switzerland
www.tierschutz.com/media/

Note: We cannot accept entries which use of images created/produced by third parties &/or purchased from photo agencies.

We look forward to receiving your artwork - Good luck!

Facts About Fur

- Factory farmed fur is cruelty on a mass scale for a frivolous product.
- Around the world, more than one animal is killed for its fur *every second*.
- Over 55 million factory farmed animals including raccoon dog, fox, mink, fitch and chinchilla die every year for their fur, merely to satisfy the whims of fashion.
- Fur factories subject animals to a lifetime of suffering and death. Animals spend their entire lives in small, barren cages. They suffer from stress and boredom. Cannibalism is often the grim reality of this psychological distress and stereotyped behaviour is commonplace.
- They are killed by cruel methods that preserve the pelt, such as gassing, neck breaking, clubbing and anal electrocution.
- The trapping of millions of wild animals around the world involves incalculable suffering. Animals are caught in the wild with snares, leg-hold and conibear traps and endure excruciating pain. Death can take days. In a desperate attempt to escape, many chew their limbs off. When the trapper returns, the animal will be shot, stamped on or clubbed to death - if they are still alive. Others die of infection or become prey to other animals. Snares, leghold and conibear traps are indiscriminate and often non-target animals are caught and deemed as "trash", even though they may be members of endangered species or people's pets.
- Fur is not a by-product of the meat industry (as is the case with most leather) -- it is factory farmed and/or trapped purely for fashion. Often a large number of animals (e.g. 60 - 80 mink) are killed to make one garment.
- Fur trim is not the 'leftovers' from making full length fur coats: more animals are killed to make fur trim than for full-length fur coats. This is because there is a larger market for fur collars, trim etc. than fur coats.
- Millions of animals are now bred and killed for their fur in China where there are no animal welfare laws. Animal welfare groups and Chinese media have documented unimaginable acts of cruelty to animals.
- Furthermore, contrary to the deceitful claims of the fur industry, fur is not an eco-friendly or a "green" product. The fur industry relies on the heavy use of toxic and caustic chemicals to treat pelts which would otherwise rot. The concentrated agricultural waste from fur factory farms can damage the environment.

Number of animals used in one fur coat

- Seal 6-10
- Lynx 8-12
- Badger 10-12
- Otter 10-16
- Fox 10-20
- Dog 15-20
- Bobcat 16-22
- Coypu (Nutria) 26-34
- Raccoon 30-40
- Mink 30-70
- Rabbit 30-40
- Marten 50-60
- Sable 60-70
- Chinchilla 30-200
- Squirrel 200-400

Rules

1. No animals are to be killed, hurt, distressed or mistreated in any way in the production of the artwork, design or film.
2. All images used must be created by the entrant, we cannot accept use of images produced by third parties &/or purchased from photo agencies. You may use farming images from the websites detailed in the Creative Brief.
3. All entries must be original; and they must be the work and property of the entrant. They must not have been published, broadcast, or otherwise publicly distributed previously and must not infringe on any third party rights.
4. We accept no responsibility for any entrants' designs including, but not limited to, wording or images used. We are not liable for any copyright infringement on the part of the entrant and will not become involved in copyright.
5. The judge's decisions are final.
6. Artwork cannot be returned to the entrant after submission.
7. All entries must be submitted by and be the work of college/university level students who are registered during the winter and/or spring terms of 2011/2012 or graduated in the last year.
8. Only one entry per person will be accepted as a valid entry, multiple entries will automatically disqualify the entrant.
9. By entering the competition the student agrees to transfer or cede all commercial and non-commercial rights and property interests in the artwork to Respect for Animals and/or its affiliated organizations for free use, in any manner, in perpetuity.
10. Respect for Animals and/or its affiliated organizations undertake to acknowledge/credit the artist(s), whenever appropriate and possible in the context of such use.
11. Respect for Animals reserves the right to:
 - a. suggest and implement modifications/amendments to the original design;
 - b. organize translations or renditions of the winning caption in other languages;
 - c. add the logo of Respect for Animals.

Although not required to do so, but in so far as possible and practical, Respect for Animals undertakes to carry out such modifications or amendments in close co-operation with the winning designer(s) on the basis of mutual trust and confidence.

12. Every effort will be made to contact students whose design or animation entries are used outside of the Respect for Animals' website.
13. Whilst every effort will be made to limit such eventuality, the rules, terms and conditions outlined herein remain subject to modification without notice. Every effort will be made to highlight any such modifications on the Respect for Animals' website. Entrants are therefore encouraged to consult the website regularly.
14. The English rules posted here are the official ones and apply to both the Fashion and Animation Competitions.