

‘Real Leather. Stay Different ‘ World Leather Design Competition

In association with and sponsored by the U.S. Hide, Skin and Leather Association, **Leather UK** is excited to announce the first Global Leather Design Competition. The competition will include entrants from China, Italy, Taiwan and the UK, with undergraduate students from eligible university and design schools able to compete. USHSLA is working with partner associations in each country - China Leather Industry Association (CLIA), the Italian Tanners Association (UNIC), Taiwan Leather Industry Association (TLIA) and Leather UK – to create an exciting opportunity for the designers of the future to showcase their talent with leather.

The competition is to promote the versatility, beauty and sustainability of leather. The theme for the design competition is “Real Leather. Stay Different.” Contestants can blend the versatility of the leather with traditional and modern visions of design. We are looking for unique, astonishing and compelling designs that encourage the use of leather, now and in the future, and can set the global trends for style-conscious fashion consumers. New ways of leather use in traditional categories are strongly encouraged.

The winners will attend an award ceremony hosted by USHSLA and Leather UK, and receive training opportunities in the USA, fully sponsored by USHSLA. Winning designs and sample products will be used in fashion show/product demonstrations organised by USHSLA and Leather UK. The competition is a great opportunity to be recognised by brands, the leather industry, and the fast-moving community of fashion and design.

USHSLA will report on the progress of the competition in all participating countries on social media and their web site, including interviews with entrants, profiling of designs and reporting on the award ceremony.

Design Categories

The design competition categories include apparels, bags, footwear and fashion accessories made principally of leather; leather can be used exclusively or in combination with other natural materials suggested by participants. Specific categories of design include:

- **Apparel** – Women, Men, Teen, Youth
- **Footwear** – Boots, Casual shoes, Evening and dress shoes, Sandals and slippers, Sports shoes, Special purpose shoes
- **Accessories** – Bags, Jewelry, Travel accessories, Apparel accessories (e.g., belts, hats, gloves), Other accessories

Submission and Judging

The competition will be run in two stages. Initial submissions will be a design sketch package which should include:

- Concept sketches
- A technical drawing with clear specifications of materials, technique, and trimmings
- A brief summary of where the inspiration for the design comes from and why leather is used in the design; no more than 200 words
- Contact information (name, college, email, phone and address)

Judging and selection will be made at the universities, by the teaching staff, with a maximum of five entries in each category (15 entries per university), to be put forward to the next stage.

The selected designs will then be made into sample products for submission and judging by a panel of independent judges.

Please note:

- Design documents: All documents should be in PDF format
- Sample products: one sample product is required for each selected design, 2-3 is preferred
- Please follow the size of sample products:
 - Apparel: Adult woman: M, Adult Man: M, Teen: M, Youth: L
 - Footwear: Woman: 39, Man: 43
 - Glove: Woman: L, Man: L
- Designs must contain a minimum of 50% bovine leather (by weight or area)

Competition timeline

The competition will be scheduled as follows:

- November – launch competition.
- 28th February – selection of designs by university, for sample production (maximum 5 per category)
- 15th May – manufacture of selected designs into prototypes and delivery for judging
- End of May – Judging complete
- June (tbc) – award event for winners and exhibition of all entries, probably around Graduate Fashion Week.

Awards

Leather UK will coordinate the competition including selection of the judging panel. The panel will be comprised of leather experts, leather designers and fashion experts. Judging will be

blind. The participant will be assessed on the ability to present a visually appealing style and an innovative concept.

Awards will be announced at the award ceremony hosted by USHSLA and Leather UK. USHSLA and Leather UK will make multi-lingual press releases for announcement of the awards on social media and major trade media.

Selected winners will have the opportunity to attend a U.S.-based training fully sponsored by USHSLA tentatively scheduled in July 2020. All training and travel expenses will be covered by USHSLA. Other prizes to be confirmed.

Who can participate: Currently enrolled undergraduate and graduate students at eligible schools and design institutes.

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All designs and sample products will become part of USHSLA's archive of leather for non-exclusive use. The USHSLA lending archive loans sample products to fashion media, fashion representatives and fashion events organizers. Award winners retain their rights and grant USHSLA non-exclusive lifetime, worldwide royalty free rights to the design, sample product and derivative works to promote U.S. hide, skin and leather and leather generally. The participant may also borrow his/her own sample product on equal terms as other users of the archive. Designs submitted, including reproduction rights, remain the property of the contestant.

U.S. Hide, Skin and Leather Association

The U.S. Hide, Skin & Leather Association is a national trade association established in 1980. The Association has approximately 55 member companies that collectively account for over 90 percent of US hide, skin and wet blue leather production and exports. Members of the Association include meat packers, hide processors, brokers, traders and dealers, tanneries, trade media and other industry service providers. For more information, please visit: www.ushsla.org

As a major producer and consumers of high-quality beef, the U.S. produces a ready and reliable supply of hides that consumers can count on year-round. The U.S. is proud of the quality of the hides and better leather finish, which can be readily used in a variety of finished leather applications; U.S. hides have a large usable surface and are thicker, which produces a larger drop split.

USHSLA does not discriminate on the basis of race, color, religion, sex, sexual orientation, gender identity, or national origin.