

TEXTILE / FASHION DESIGN

THE DESI DENIM



Myntra

ABOUT MYNTRA

Myntra is a one stop shop for all your fashion and lifestyle needs. Being India's largest e-commerce store for fashion and lifestyle products, Myntra aims at providing a hassle free and enjoyable shopping experience to shoppers across the country with the widest range of brands and products on its portal. The brand is making a conscious effort to bring the power of fashion to shoppers with an array of the latest and trendiest products available in the country.

Myntra's value proposition revolves around giving consumers the power and ease of purchasing fashion and lifestyle products online.

BACKGROUND AND CONTEXT

The quintessential staple 'Denim' has a place in every wardrobe - Indian, American or across the globe.

Indians have followed western trends set by global brands when it comes to denims, and simply adapted those. We have wide legged, boot cuts, mom fits, skinny jeans etc. But denims have a fairly intimate connection to India. They are not all that "foreign" to India; not in the past, and certainly not now.

The term jeans owes its origin to the Italian city of Genoa, whose navy ordered it in large quantities for its sailors from the French town of Nimes (hence 'de-nim') where the fabric was made. Jeans were dyed blue even in those days (hence called blue de Genes or literally blue of Genoa). The dye came from Indian Indigo, from the plant [Indigofera Tinctoria] which was first domesticated in India.

There's another interesting Indian connection here. At some point, the Genoan denim trousers for sailors evolved into what were called overalls or boilersuits, probably to protect their shirts. The overalls (also called bibs-and-brace) were made from coarse undyed calico, a fabric which owes its name to Calicut (now Kozhikode).

Yet another Indian connection: The main manufacturing center for these overalls made from denim was the Mumbai area now called Dongri. Somewhere along the way, Dongris became Dungarees.

The fashion landscape in India has undergone a remarkable transformation, captivating the world with its fusion of tradition and innovation. From timeless sarees to cutting-edge urban wear, the Indian fashion industry has become a dynamic canvas that beautifully weaves together heritage and modernity. India's fashion journey is as diverse as its cultural tapestry. Rich textiles, intricate embroideries, and age-old craftsmanship have always been the heart of the industry.

Hence, the opportunity. The digital revolution has reshaped the industry, democratizing fashion like never before. Online marketplaces have opened doors for traditional artisans, granting them access to a broader clientele, thereby preserving heritage crafts. The nation's fashionistas unleashed their creativity, spawning a new era of experimental styles.

THE CHALLENGE

As the leader in the fashion Industry, Myntra has the opportunity to push the envelope and bring the richness of Indian fashion to global platforms.

We would like you to reimagine the conventional and timeless denim with an Indian twist. Think of a mixture of rich textiles, fabrics, embroidery and all things India to truly make the Indian denim.

You can experiment with fabric to drive sustainability, create new colours, or even craft an innovation on the tech or process of making the denim.

We foresee this as the next big thing in Indian fashion that will also further help put Indian Fashion under the global spotlight.

THE DELIVERABLES

You will tell a story from the roots of India, with a modern lens. Denim is your canvas.

Hence, you decide your deliverable. A fashion line, a curated collection, or even a reimagination of the fabric we know as denim.

CONSIDERATIONS

- Do your homework. Visit markets, visit dealers, visit shops, tailors, craftsmen and more to understand what is realistically possible with denim.
- Think of patterns, embroidery, silhouettes, a combination of fabrics, stitching, and then some.
- Yes, the wearability and saleability of what you envision matters.

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SUBMISSION GUIDELINES

Share your submission as a PDF presentation, not more than 10 pages. You may also include upto 4 videos or images as supporting material.

Each submission should include:

1. Your concept with supporting text /imagery
2. Details of your thought process for execution
3. Details of the wearability and sale-ability of your deliverable

Do note that the PDF must be 20MB (or less) in file size, and that the canvas of the PDF must be in a 16:9 ratio.

Videos have to be in 16:9 ratio, and can be rendered as 720p or 1080p H264 format MP4 files.

IMPORTANT DATES

Submit your entries from 4 December 2023

Deadline for submission is 26 February 2024

KYOORIUS YOUNG BLOOD AWARDS: TERMS & CONDITIONS

This contest is organised by Kyoorius Communications Pvt. Ltd. having its offices at 2nd Floor, Kohinoor Estate, 165 Tulsi Pipe Road, Lower Parel, Mumbai 400013 hereinafter referred to as "Kyoorius".

Eligibility Criteria

Young working professionals or full-time design students born after 1 December 1994 can enter the Kyoorius Young Blood Awards.

1. Entering the Contest

- 1.1 Entry is open to individuals working alone or in groups of up to 2 persons working as a team.
- 1.2 All members of a team must meet the eligibility criteria outlined above. If you enter as a team, the winning entitlements will be handed to the primary entrant.
- 1.3 Entrants should register on the Kyoorius Young Blood Awards site (kyb.kyoorius.com), download a brief, generate a response to that brief and submit their work digitally in accordance with the deliverables as laid out in the brief.
- 1.4 Entrants can download and respond to as many briefs as they wish; they may also submit more than one response per brief. Each Response is considered a separate entry.
- 1.5 All Responses must be the original work of the entrants. Entrants who incorporate any images, writing, music, or other creative material belonging to someone else must obtain the other party's permission. Entrants may be asked to evidence their ownership of the response and should keep dated records of all working materials.
- 1.6 All Entries must be submitted via our online entry system, hosted at awards.kyoorius.com. Physical work where relevant, may be submitted as supporting material only. Kyoorius accepts no responsibility for lost or undelivered entry material. Proof of postage does not guarantee that work has been received by Kyoorius.
- 1.7 In order to assist Kyoorius in promoting the winning work after judging, all entrants are asked to provide or confirm credits for each entry. These must include:
 - a. Full names of entrant(s), including all team members
 - b. All contact details of entrant(s) – mobile, postal & email address
 - c. Full names of tutor(s) (as applicable)
 - d. All contact details of tutor(s) if applicable – mobile, postal & email address
 - e. The name & address of the college, university or company
- 1.8 Contact details of winning & nominated entrants will be passed to sponsors, in order to help promote the winning work.

2. Sponsors' Logos and Names

- 2.1 Sponsors may submit their own branding or that of the sponsors' clients for the purpose of inviting responses. The logos issued to the entrant may not be used for any commercial or republication purposes.
- 2.2 All sponsors operate strict controls on the use of their names, trademarks and logos. Any misuse of sponsors brands by an entrant will lead to the disqualification of all that entrant's responses and may expose the entrant to legal liability and subsequent legal claims.
- 2.3 By submitting a response, entrants agree to use the sponsor branding only in accordance with these terms and conditions, and any prevailing sponsors' terms and conditions.
- 2.4 The sponsors permit entrants to use the submitted branding for the sole purpose of responding to the brief sponsored by that sponsor.
- 2.5 Entrants may:
 - a. Only use sponsor branding on Responses submitted to the Kyoorius Young Blood Awards.
 - b. Include a submitted Response in their personal portfolio after the winners have been announced, in exactly the same format as that submitted to the Kyoorius Young Blood Awards.
- 2.6 Entrants must not:
 - a. Use sponsor branding on any other material or for any other purpose;
 - b. Upload their submitted Response to any online location before the Nominations have been announced, whether as part of an open or access-restricted site, unless all sponsor branding is first removed from the uploaded version of the response;
 - c. Denigrate sponsors or sponsor branding, subject sponsor branding to derogatory treatment or otherwise bring the sponsor and /or its brands into disrepute;
 - d. Do anything to suggest that the entrant is endorsed, associated or otherwise affiliated with the sponsor;
 - e. Provide or make available sponsor branding to any third party for any purpose whatsoever.
- 2.7 For the avoidance of doubt, the sponsors for the Kyoorius Young Blood Awards are as listed on the briefs page on kyb.kyoorius.com
- 2.8 For the avoidance of doubt, the sponsor clients for the Kyoorius Young Blood Awards are as detailed on the individual briefs
- 2.9 Entrants who submit a response that contains any trademark or logo, or other branding other than those specifically submitted by the sponsors, may be asked to re-submit their work without such branding trademark or logo, or other branding other than those specifically submitted by the sponsors, may be asked to re-submit their work without such branding.

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3. Ownership of Your Work

- 3.1 Entrants retain ownership of their responses submitted into the contest, but where such work incorporates sponsor branding entrants may only use the work for personal references and promotion as part of a portfolio.
- 3.2 By submitting a response, entrants grant Kyoorius and the relevant sponsor an exclusive license for the duration of copyright protection to reproduce or reproduction of their entry in all media in order to promote, or act as a historical record of, the Kyoorius Young Blood Awards or a sponsor's involvement with the Kyoorius Young Blood Awards; or as part of any Kyoorius publication (whether online or offline).
- 3.3 Entrants agree that, should a sponsor wish to develop or use a response for commercial purposes, the entrant will enter into negotiations with that sponsor to agree terms for such development or usage before negotiating with any other party in relation to the response.
- 3.4 No additional agreement will be needed for the winning entry. The sponsor of the brief can use the winning entry for commercial purposes.

4. Judging the Contest

- 4.1 Kyoorius will appoint a jury that shall be composed of judges who, in Kyoorius' sole discretion, have the appropriate qualifications to judge the work. Responses will be considered in accordance with the awards selection criteria. These are:
 - a. An excellent creative idea
 - b. Great craft or execution
 - c. Answers the brief
- 4.2 Each jury will award a select number of the responses whom the jury considers, in its sole discretion, to be the best responses.
- 4.3 The jury is not limited in the number of responses it can award, and similarly there is no guarantee that a jury will grant an award in each brief, if they do not feel that work is of the standard required.
- 4.4 The jury has the right to edit pieces submitted as part of a response and to ask for only certain parts of the response to be displayed or promoted.
- 4.5 General feedback will be gathered from the jury, and may be made available to view on the Kyoorius Young Blood Awards website when the nominations are announced. Individual feedback will not be available.
- 4.6 If Kyoorius is made aware of any concerns that a response does not constitute the original work of the entrant, Kyoorius will contact the entrant and ask for evidence that proves the entrant's assertion to be the creator of the work.
- 4.7 Kyoorius will also contact credited tutors for further information if applicable.

5. Prizes

- 5.1 The prizes to be awarded to the winning entry are:
 - a. One Red Elephant Trophy
 - b. Entry details in the Kyoorius Awards Showcase
 - c. Right to use the relevant Red Elephant Mark
 - d. A prize worth INR 50,000/- towards a trip to the London Design Festival.
- 5.2 The prize awarded to the nominated entries is:
 - a. Entry details in the Kyoorius Awards Showcase

6. General Points

- 6.1 Kyoorius reserves the right to make changes to these Terms and Conditions, if necessary, from time to time.
- 6.2 The Terms and Conditions are subject to Indian law and any dispute that is not resolved by consultation between the parties shall be referred to the courts of India.

For enquiries relating to the Kyoorius Young Blood Awards, email info@kyoorius.com