



FASHION FOR FUTURE CONTEST 2026

EURASIAN FASHION WEEK

REGULATIONS

IED Istituto Europeo di Design, in collaboration with Eurasian Fashion Week, launches the **Fashion For Future Contest 2026**, an international competition dedicated to emerging fashion designers.

The Contest invites young creatives to explore the theme “**Human Touch**”, reflecting on the value of craftsmanship, individuality and human creativity in a world increasingly influenced by technology.

The candidates will be evaluated based on the creative materials submitted according to the requirements described in the present Regulations.

The Contest will select **10 finalists**, who will be invited to present their creations during **Eurasian Fashion Week 2026 in Almaty, Kazakhstan**.

THEME OF THE COMPETITION

HUMAN TOUCH

The Human Touch theme invites young designers to explore the beauty of craft and the power of individuality through fashion. It is a reflection on humanity in a world where technology is increasingly influencing creativity and visual culture.

Handmade techniques, tactile materials, visible traces of craftsmanship and personal experiences become the starting point for creating contemporary fashion concepts.

Participants are invited to interpret the topic through:

- deconstruction and asymmetry as the language of the living and imperfect;
- manual techniques and visible traces of the author's work;
- tactility and texture of materials;
- emotional storytelling through cut and details;
- a conscious and sustainable approach to fashion creation;
- dialogue between traditional craftsmanship and modern technologies.

CONTEST AND CREATIVE WORKS OF THE CANDIDATE

The Contest is open to students, graduates and emerging fashion designers worldwide. Those who wish to take part in the contest are requested to register on the IED website at the following link: **Fashion for Future 2026** (more details will follow at point “Required documents” of the present Regulations).

Each application should be mandatorily accompanied by the following documents:

Documents related to the collection:

- Portfolio
- Moodboard/Sketches
- Short description of the concept of the collection (*max 500 words*)
- Pictures of the final outfit produced (*if already available*)

Other documents related to the candidate:

- Letter of presentation written in English language
- Resume in English language (*level of English language proficiency must be specified*)
- Certificate of English language B2 level (*only if available*)

HOW TO APPLY

The contest will be divided in three different phases: Submission, Evaluation, Final Presentation.

FIRST PHASE: SUBMISSION

To take part in the contest, candidates must register at the provided link and send the required materials **by September 5th, 2026, at 11:59 p.m. (GMT+2 – Central European Summer Time)**.

Step 1. Read carefully the Regulations.

Step 2. Get registered by filling in the **IED registration form** at the link available in the present regulations and on IED website. Once registered, each applicant will receive a confirmation email with a recap of the following steps to follow.

Step 3. Submit the requested materials by sending them at the following email address: eurasia@ied.it. All emails should have the following subject: **Application for Fashion for Future Contest @ Eurasian Fashion Week 2026**.

All candidates who submitted the documentation correctly will receive a confirmation email.

SECOND PHASE: EVALUATION

Step 1. The committee (panel of representatives from IED - Istituto Europeo di Design and Eurasian Fashion Week) will review all applications received and make a preliminary evaluation based on the following criteria: Creativity; Innovation; Sustainability; Research on Materials; Quality and Coherence of Presentation. The jury will select **10 finalists**.

Step 2. Selected candidates will be informed via email in the days immediately following the application deadline. All the finalists will need to attend a one-to-one interview with the IED representatives (format to be confirmed: online or in person). Each individual meeting will last no more than 15 minutes, during which the candidate will present and talk about their outfit/collection.

Step 3. By submitting an application, candidates acknowledge and agree that, if selected among the finalists, they shall be available to travel to Almaty, Kazakhstan, and participate in the final presentation during Eurasian Fashion Week 2026.

Each finalist must present **two outfits** (one for a male look and one for a female look), to be showcased during the event according to the instructions provided by the organizers.

THIRD PHASE: FINAL PRESENTATION

The 10 finalists will present their work during Eurasian Fashion Week in Almaty. The jury will conduct its final evaluation based on:

- the quality of the garments produced;
- adherence to the original concept;
- craftsmanship and execution;
- overall presentation of the collection.

The winners will be announced during Eurasian Fashion Week 2026 according to the official event schedule.

PARTICIPATION REQUIREMENTS AND DEADLINES

The Contest is open to students, graduates and emerging designers aged **18** or above.

The Contest consists of three phases:

- Submission;
- Evaluation;
- Final Presentation.

The deadline for submissions is: **September 5th, 2026, at 11:59 p.m (GMT+2 – Central European Summer Time).**

Participation is free of charge unless otherwise specified by the organizers.

REQUIRED DOCUMENTS

Applicants must submit:

Project Documentation

- Portfolio
- Moodboard/Sketches
- Short description of the concept of the collection (max 500 words)
- Pictures of the final outfit produced (if already available)

Personal Documentation

- Curriculum Vitae in English
- Presentation Letter in English

All files must be submitted in PDF format.

SELECTION OF FINALISTS AND WINNERS

Evaluation will be carried out exclusively according to the unquestionable judgment of the jury appointed by IED Istituto Europeo di Design and Eurasian Fashion Week.

The jury's decisions are final and not subject to appeal.

INTELLECTUAL PROPERTY RIGHTS

The intellectual property rights of all submitted projects remain with their respective authors. By participating in the Contest, candidates grant IED, Fashion For Future and Eurasian Fashion Week the non-exclusive right to use submitted materials, images, concepts and project descriptions for communication, promotion, press, educational and exhibition purposes related to the Contest and its future editions, always mentioning the name of the author.

No financial compensation shall be due for such uses.

OBLIGATIONS OF THE CANDIDATE

Participants declare that:

- all submitted materials are original works;
- submitted projects do not infringe any third-party intellectual property rights;
- all information provided is accurate and truthful.

It is forbidden to submit:

- copyrighted material without authorization;
- unlawful, offensive or discriminatory content;
- misleading or fraudulent information;
- promotional or unsolicited commercial material;
- files containing viruses or malicious software.

Any violation may result in exclusion from the Contest.

LIABILITY

The organizers shall not be held responsible for:

- technical malfunctions affecting the submission process;
- delayed or incomplete applications;
- force majeure events;
- travel, accommodation or visa issues affecting finalists' participation.

Each finalist shall be personally responsible for obtaining any travel documentation required to enter Kazakhstan.

ACCEPTANCE OF THE REGULATIONS

Participation in the Contest implies full acceptance of the present Regulations and of all decisions made by the organizers and the jury.

By submitting an application, candidates expressly declare that they are willing and able, if selected as finalists, to travel to Almaty and present their outfits during Eurasian Fashion Week 2026.