

New

The Mindful Fashion Circular Design Award

We are excited to announce the launch of the inaugural **Mindful Fashion Circular Design Award!**

Brought to you in partnership with the Gattung Foundation, this award will further advance **Mindful Fashion New Zealand's mission** to create an innovative, full-circle and thriving future for the clothing and textiles industry in Aotearoa New Zealand.

Our aim is to inspire a rethink of the way clothing is designed, made and circulated, and build a platform for fashion to be at the leading edge of change towards a circular, regenerative and inclusive system where people, nature and business all thrive.

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[Discover more about the Award](#)

About the Award

The Mindful Fashion Circular Design Award is a sustainable design competition that **challenges creatives** to reimagine the fashion system in Aotearoa, using the dual lens of our unique place in the world and the circular economy, to find innovative ways to keep textiles in use.

The Brief

Design and make a circular outfit using textile waste.

Our Challenge to Designers

With around 80% of a product's lifecycle determined at the design stage, we challenge designers and creatives to **reimagine fashion** across its full lifecycle from cradle to cradle, and foster collaboration along the value chain - designers, artists, technicians, retailers, investors, customers and recyclers - to improve the circularity of products.

Who can Enter?

The Award is open to individuals and collectives over the age of 16, who live in Aotearoa New Zealand.

Award Programme

Entrants to the Award will be supported by a series of **dynamic educational workshops** and resources. Our Award programme will create a platform that empowers designers to explore the **principles of the circular economy**, from a unique New Zealand perspective. Weaving together wisdom from the cultural heritage of Aotearoa with local industry knowledge, skills and resources, the programme will support designers to reimagine ways to keep textiles in use while creating shared local value.

[Discover the Design Brief and How to Apply](#)

How to Enter

How to Enter

Entries open Monday 26th June 2023 and are open for three weeks until Friday 14th July. You must submit an Entry Form during this period to be eligible to enter a garment in the Award.

Entrants then have until 10th November, 2023 to create their Award entry garment. Finished outfits must be submitted between 1-10th November to be considered for the Awards.

[Discover how to Apply and the Award Timeline](#)

Finalists & Awards

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Ten finalists will be selected and invited to attend the inaugural Circular Design Award Showcase Event. Each finalist will receive a Finalist Prize Pack to the value of \$2,500, and Supreme Awards will be presented in the following categories:

- **Award for Creative Excellence** | \$7,500+ prize package
- **Award for Innovation that shows exciting Commercial Potential** | \$7,500+ package
- **Award for Excellence from a Rising Talent** | \$7,500+ prize package


[Meet our Judges for the Circular Design Award](#)

The Mindful Fashion Circular Design Award


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