The Kering Award for Sustainable Fashion Brief 2018
The Kering Award has been developed at the Centre for Sustainable Fashion at the London College of Fashion and is part of a five-year partnership to support sustainable design and viable innovation in the fashion industry.

Both Kering and the London College of Fashion recognise sustainability as the greatest creative challenge and imperative of our time. Through our partnership, we bring together the knowledge and expertise of academia and industry to empower imagination with the goal of shaping a better future through fashion. This partnership offers an unparalleled opportunity to identify and honour exceptional work from the London College of Fashion, which demonstrates imagination, creative excellence and sustainable innovation.

The Kering Brands for 2018 are Pomellato and Alexander McQueen. Applications from LCF students will be accepted up to 15th January 2018. From there, selected students will be invited to take part in two phases: an immersion in the briefs (30 students, Feb – March 2018) and a mentoring programme (10 finalists, April – June 2018). The Kering Award will be granted to work which demonstrates exceptional innovation and rigour in the fields of fashion and sustainability applied to business, design and communication. There will be two prizes of €10,000, and two paid internships at the brands for the winning students.

The Kering Award is an opportunity for final year undergraduates and masters students at the London College of Fashion to engage with business and design leaders, and to be offered insight into two of their brands:
A global luxury group, Kering develops an ensemble of luxury houses in fashion, leather goods, jewelry and watches: Gucci, Bottega Veneta, Saint Laurent, Alexander McQueen, Balenciaga, Brioni, Christopher Kane, McQ, Stella McCartney, Tomas Maier, Boucheron, Dodo, Girard-Perregaux, Pomellato, Qeelin and Ulysse Nardin. Kering is also developing the Sport & Lifestyle brands Puma, Volcom and Cobra.

By ‘empowering imagination’, Kering encourages its brands to reach their potential, in the most sustainable manner. The group generated revenue of 12.385 billion in 2016 and had more than 40,000 employees at year end.

“We will look to the next generation, to you, for new, inspired ideas and solutions to embed sustainability in our products and throughout our supply chains. Your skills and creativity in merging business, design and sustainability will be essential to move the industry forward because the business model of the future must be one that is sustainable.”
Centre for Sustainable Fashion (CSF) at London College of Fashion explores the field of Design for Sustainability and its application to fashion as both artistic and business practice. The work of Centre for Sustainable Fashion explores vital elements of Better Lives, London College of Fashion’s commitment to engage the discipline of fashion to create change, build a sustainable future and improve the way we live. Established in 2008 the Centre has developed into a community of cross-disciplinary collaborators and ecology-centred thinkers, made up of world leading researchers, designers, educators and communicators enabling us to:

- Create internationally acclaimed research
- Set agendas in government, business and public arenas
- Pioneer world relevant curriculum

Reflecting society and communities, their culture and diversity, fashion is both personal and ubiquitous. CSF was conceived to question and challenge reactionary fashion cultures, which reflect and re-enforce patterns of excessive consumption and disconnection, to expand fashion’s ability to connect, delight and identify individual and collective values.

“Fashion is a process of interaction. It’s a social process between people with nature that is mediated through the creating, distributing, wearing and caring of clothes that represent our identities, our safety and our delight in the world.”
Alexander McQueen believes in the long-term impact of being an active player in the global sustainability movement and recognises the importance it holds in its legacy. For this purpose, making the right sustainable decisions today in order to find a good balance on a social, environmental and economic level, is investing in a brighter future as shapers of a sustainable world.

Alexander McQueen has been inspired by the exploration of beauty in craftsmanship, pushing the boundaries of expertise through collaboration while proposing an emotional translation of nature and landscapes.

In the context of Kering’s Advance 2025 strategy, Alexander McQueen is committed to further improve and increase their sustainable objectives, principles, values and develop collections based on this long-term mindset. The ongoing projects will be centred around preserving natural resources, giving back to the community and furthering the individual development of its employees whilst engaging in new business models.
The house will focus its efforts in the following areas.

**To preserve communities, traditional skills and environment.** Alexander McQueen will search for alternative ways of sourcing raw materials with the objective of reducing the brand’s EP&L by 40% by 2025.

**Deeply rooted in British culture, history and nature.** Alexander McQueen aims to create mentoring and sourcing projects to protect different aspects of local craftsmanship and time-long traditions.

**Personal dimension, individual sensibility and proud employees.** The concept of community, a value found at the heart of the design process is reflected into the managerial approach of the house, focused on personal balance and supporting individual development, mobility and family life.

Finally, to remain a fashion powerhouse, Alexander McQueen is continually exploring ways to push boundaries and to innovate. Focusing on sustainable models to save time and material waste through digital innovation and new technology.
For 2018, Alexander McQueen is partnering with London College of Fashion for the fourth year of the Kering Awards for Sustainable Fashion. Alexander McQueen previously participated in the Awards in 2015. This year Alexander McQueen is looking to support concepts that share the values of the House and which place sustainability at the heart of design, materials, systems or cultural innovation.

The House of Alexander McQueen, which was founded in 1992, is globally renowned for its uncompromising craftsmanship, unbridled creativity and conceptual designs which push the boundaries of luxury fashion.

This brief asks you to think about the role fashion can and should play in society today and tomorrow and how an iconic house like Alexander McQueen can embed sustainability whilst providing a luxury experience to customers. In relation to this overarching challenge, we are particularly interested in:

- Identifying properties in specific ‘sustainable’ materials and harnessing and applying these different properties to luxury fashion products
- Considering the role of digital innovation and gaining insight into how new technology can be relevant to sustainable luxury fashion
- Exploring how business models, work practices and the growing importance of wellbeing will develop over the next 10 years in sustainable luxury fashion

Whilst we are looking for submissions in response to the above themes, we are open to other innovative ideas, which consider sustainability challenges for Alexander McQueen. Your challenge is to use your skills and creativity to present a new and exciting view of luxury fashion.

Your concept must:
- Have a rigorously researched framework for sustainability
- Demonstrate innovation and original thought
- Be relevant to the House and the customer

Your project will be developed through the Kering Award programme and supported by mentoring and access to experts from Centre for Sustainable Fashion, Kering and Alexander McQueen.
About Pomellato

Pomellato
The first global luxury Italian fashion fine jeweler, unconventional, colorful.

Established in Milan in 1967, Pomellato was the first brand to introduce the prêt-à-porter vision into the world of jewelry. Crafted by the hands of expert goldsmiths, Pomellato stands out for its unique design and colorful gems which through innovative stone cutting and setting techniques have come to define an unmistakable and iconic style.

Pomellato is incredibly proud of being able to create and produce all of its jewelry at Casa Pomellato.

Pomellato is one of the few maisons in the world that currently has an integrated creative atelier that works year round to transform ideas and inspirations into jewels.

Dodo
Was born from Pomellato. It was 1994 when Pomellato decided to expand its precious world by unveiling a new jewellery concept, made with just one gram of gold and especially dedicated to the younger generations and to their desire for trendy and easy-to-wear pieces.

Little unisex jewels, with a strong identity and story-telling soul, in which every creature, symbol and letter bears a special meaning or feeling of love, luck, friendship and freedom.

True to the key balance between high quality and affordability, Dodo also revealed itself to be a pioneer in customization, delivering shapes, charms and beads that can be continuously mixed and matched according to the tailor-made concept, while the collection welcomes new captivating styles year after year.
Sustainable Sourcing
Pomellato creates colorful, unconventional and iconic pieces of jewelry with precious and innovative materials sourced sustainably. Simultaneously investigating potential sources of sustainable silver, Pomellato is working to build traceable and transparent sourcing for diamonds, and is also developing an alliance with suppliers to investigate coloured stones’ traceability. Pomellato also obtained the Responsible Jewellery Council Certification (Code of Practices).

Empowering Women
Empowering women is a priority to the company, which is strongly committed to improving their social condition and quality of life. Pomellato will always encourage their education, development and growth both in the professional and social environment.

Craftsmanship & Heritage
Our skilled and loyal craftsmen most of them working in the company since the beginning are unmatched masters of beauty and precision and they have come to represent an essential element of Pomellato DNA. Hence, the safeguard of the cultural and historical heritage of jewelry making is our first inspiration and motivation as we feel it is our duty to act as the Patron of the goldsmith tradition.

Green Community
Pomellato is committed to reinforcing its sustainability leadership through focused operations improvement and through the building of a united Green Community.

The company is also including sustainability goals in its activities, and increasing involvement and personal engagement through shared initiatives and advocacy, envisioning a community in which everybody believes as much in manufacturing excellence as they do in ethical values and concern for the world around us.
For 2018, Pomellato is partnering with London College of Fashion for the fourth year of the Kering Awards for Sustainable Fashion. This is the first year Pomellato has participated in the Awards and the first time a jewellery house has participated. Pomellato is looking to support concepts that share our values and place sustainability at the heart of design, materials, systems or cultural innovation. Introducing the pret-a-porter philosophy to the world of jewellery, Pomellato is renowned for merging tradition and innovation and redefining notions of precious jewellery by working with unique, innovative and experimental materials. Both the Pomellato and Dodo brands create unconventional and colourful jewellery with an emphasis on design, meaning and storytelling.

This brief asks you to consider how Pomellato and Dodo can continue to redefine the contemporary luxury jewellery experience by embedding sustainability at every stage. How can the business create desirable design-led collections with innovative, sustainable materials whilst safeguarding craftsmanship and respecting the work of everyone involved? In relation to this overarching challenge, we are particularly interested in:

– Identifying sustainable materials and finding innovative ways of applying them to luxury fashion jewellery without compromising on quality
– Investigating how new practices or technologies can be used to support sustainability in the design, production processes, or transparency in the supply chain
– Exploring innovative ways of communicating sustainability stories and engaging both internal and external audiences
– Expanding advocacy and community initiatives which support wellbeing and women’s empowerment

Whilst we are looking for submissions in response to the above themes, we are open to innovative ideas, which consider sustainability challenges for Pomellato using an alternative approach. Your challenge is to use your skills and creativity to present a new and exciting view of luxury jewellery.

Your concept must:
– Be relevant to the brand and the customer whilst meeting the high standards of luxury;
– Have a rigorously researched framework for sustainability;
– Demonstrate innovation and original thought.

Your project will be developed through the Kering Award programme and supported by mentoring and access to expertise from Centre for Sustainable Fashion, Kering and Pomellato.
Who can apply

The Kering Award is open to:
– All current final year BA students at London College of Fashion, across design, business and media schools.
– All current Masters students at London College of Fashion, across design, business and media schools.

Benefits to students:
– Explore and develop your work with additional mentoring from the brand, Kering and Centre for Sustainable Fashion
– Unrivalled insight into the workings of global enterprise Kering and expert sustainability research
– Be selected for your exemplary work and considered for a cash award of €10,000.
– Be offered a placement for up to three months with one of the Kering brands.
Timeline

Deadline for applications
15 January 2018

Lab Day – 30 students will be selected to take part in a one day workshop to understand more deeply the context of the brief, sustainability thinking and brand identity

7 February 2018 at LCF
30 students will deliver interim presentations to selection panel

15 March 2018 at Kering
10 students selected for mentoring programme

April-June 2018
Final presentations at Kering HQ
First week of July 2018

Remember to access the resources available to you at the Kering Award Workflow site.
**Guidance Notes**

For the application stage, we are looking for you to demonstrate:
- An initial response to the brief
- An understanding of the brief
- An introductory understanding of sustainability thinking and practice
- Evidence of research scope and depth

For the interim and final presentations, we will be looking for:
- An ability to engage with, analyse, research and respond to the specific sustainability challenge/opportunities of the brand
- Ability to conceive and develop original ideas
- Engagement in critical thinking to apply concept to feasible outcome
- A holistic viewpoint on the fashion industry, its critical dimensions in ecological, economic, cultural and social terms
- Creative ways to illuminate and communicate through a variety of appropriate visual and verbal mediums, both digital and physical.
How to apply

Register to take part at the Workflow site:
In order to apply for the Kering Award 2018, you will need to create your own Workflow page and submit it by **15 January 2018**.

Please include the following in your page:
- Personal profile (150 words)
- Your concept (250 words)
- The brand you are applying to – please note, if you would like to submit for both brands you will need to develop two separate application pages
- What is your approach to sustainability in your practice? (200 words)
- Visual, film or written rationale (2 min video, 8 slides or images or 500 words)

Remember to demonstrate:
- An initial response to the brief
- An understanding of the brand
- An introductory understanding of sustainability thinking and practice
- Evidence research scope and depth
How to create your Workflow page

If you haven’t used Workflow before, here are some quick directions to get you started on building your page for submission.

Access Workflow at http://workflow.arts.ac.uk and log in using your UAL username and password.

To create a page, select the “create a new page” tab.

You will find much more detailed information on how to put your page together by following the “Support” link at the bottom of any Workflow page.

On the page that loads, enter the title for your page and click the “Save” button at the bottom. You can now begin to add content to your page by dragging items from the palette of available items on the left to the space on the right.

Once you have your page as you want it and you are ready to submit, when you are viewing your page that you want to submit, at the bottom of the page select “The Kering Award 2018” in the dropdown and click “Submit”.

Once you have submitted your page you can no longer make any edits to it.
See the Centre for Sustainable Fashion website for regular updates on all Kering opportunities sustainable-fashion.com

#LCFxKering