

# TRAVEL KIT DESIGN CONTEST!



## DESIGN TEAM KENYA TRAVEL KIT FOR TOKYO OLYMPICS!

This is a celebration of the Kenyan passion points and an opportunity to Stand Tall, rooted in our strength, optimism, and creativity.

Calling all talented, creative, innovative Kenyans to come forth and design the Travel Kit for Team Kenya, representing us at the Tokyo Olympics. We are proud of our sporting prowess, and would like to fuse it with our creative talent and celebratory spirit! It could be you whose design will carry the day as our team travels to win medals...

### ON YOUR MARKS....

Are you 21 years and above, and a Kenyan citizen? Are you talented and creative? Would you like the best athletes in Kenya to wear the best designs?

If your answer to the above questions is yes, then you are eligible to participate and win!

The BEST IN KENYA design will be worn by the BEST of Kenyan athletes, designed to have a distinctly Kenyan look and feel that includes our national colours and brand logos

### GET SET....

- 1) Choose **one** design category: Clothing, Accessories or Footwear.
- 2) Pool a **team of 2-3**, creatives, or decide to go it alone. A team can comprise of one or more of the following; a fashion/textile/leather designer, jewelry designer, footwear designer, graphic designer, photographer, tailor, artisan, student or a cultural expert.
- 3) Combine your collective skills, innovations and inspirations, **to design for one of the listed categories. Our athletes are waiting to shine in your designs on the global stage!**
  - a) **Clothing:** Tracksuit (Jacket-pant set or hoodie - pant set) and a t-shirt/polo-shirt/jersey.  
\* Include the logo of The National Olympic Committee of Kenya, and the Tusker logo on the t-shirt, and on the tracksuit.
  - b) **Accessories:** a cap or hat, a mini-travel bag or waist bag, a face mask, and jewellery.
  - c) **Footwear:** designed with a sporting theme, but will be used for travel and leisure.

### GO!

- 4) Submit colour sketches or pictures of your original work to [info@kenyafashioncouncil.co.ke](mailto:info@kenyafashioncouncil.co.ke) Show the front, and back views of your beautiful designs.
- 5) Follow [@kenyafashioncouncil\\_](#) on Instagram and [@KenyaFashionCo1](#) on Twitter to see if your designs have been selected.

### THE JUDGING PROCESS

Your designs will be reviewed by a Judging Panel made up of fashion experts and representatives from Tusker and the National Olympic Committee.

Judges will base their selection on:

- 1) **Aesthetics:** visual appeal of the design
- 2) **Function:** practicality and suitability for travel and movement.
- 3) **Representation:** best integration of the Tusker and Kenya National colours in the design.
- 4) **Construction:** feasibility of production
- 5) **Originality:** your design must be your own, intrinsically unique and not copied

The judges will curate 3 full looks (Clothing, Accessories and Footwear) which will be drawn up by a fashion illustrator as the final possible complete outfit. The Kenyan public will vote for the Winning Look to represent Team Kenya. The total prize money is KES 500,000. \*(See the breakdown of allocations per category and conditions at the end of the document)

By entering this competition, the 3 winners/winning teams agree to waive intellectual property rights on all products created within this project to Tusker.

The Deadline for Submissions is 6pm Wednesday, May 26th 2021.

**Kenyans, let's all come together to celebrate the best of Kenya in sports, design and contemporary culture!**

### PRIZES AND CONDITIONS

\*By entering this competition, the 3 winners/winning teams agree to waive intellectual property rights on all products created within this project to Tusker.

1. Clothing: designs should be a stylish jacket or hoodie, pants and a top. The Winning Team stands to win KES 250,000.
2. Accessories: a stylish set of matching accessories that should include: a) a cap or hat b) jewelry c) facemask reusable & well-fitting d) travel bag; small size and multi purpose. The Winning Team receives KES 150,000.
3. Footwear: stylish, sporty shoes for all sizes (not for competing with). The Winning Team gets KES 100,000.

All items should be versatile and comfortable for summer in Japan.



**All the best!**