

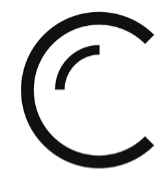
# YOOX NET-A-PORTER

## The Runway Collection Competition: Faux Fur

YOOX NET-A-PORTER Group is the world's leading online luxury fashion retailer. The group is Fur Free and joined the International Fur Free Retailer Program supported by the Fur Free Alliance in 2017. The standard ensures that companies promote commercial policies in line with animal rights, by excluding items and accessories made from animal fur.

After launching YOOXYGEN 11 years ago, YOOX NET-A-PORTER launched in 2019 NET SUSTAIN, its second platform offering a selection of brands and products that meet the business' criteria for sustainability. The group continuously aims to drive positive change through a focus on innovation and technology which are the driving forces of the company and its brands.

YOOX  
NET-A-PORTER  
GROUP



RUNWAY COLLECTION  
FASHION FOOTAGE ARCHIVE







# The Brief

Fur has long been protested and policed with more and more international fashion houses going fur-free in their ranges and collections, opening the gates for synthetic faux fur options to increase in use in the market. Whilst this alleviates concerns around animal safety and ethical issues, the production, use and end of life of synthetic faux fur products often have considerable negative environmental impacts.

This is a research project open to **all fashion students** and courses that are members of the BFC Colleges Council.

Your project should focus on **one of the three options** below and offer an innovative solution to combat/fight this environmental flaw.

- 1. Short Life Cycle (throwaway culture)**
- 2. High Chemical Use and Processing**
- 3. Use of Synthetic Materials (and subsequent environmental impact)**

The final outcome from the option you have chosen must be presented as a concise Proof of Concept. The Proof of Concept should be feasible and functional.

The Proof will be judged on the following criteria:

- Feasible
- Viable
- Demonstrate measurable impact on the environment and sustainability
- Showcase innovation and creativity
- Research process



# The Runway Collection

The initial research base of your project must draw on a selection of footage from the Runway Collection below.

The Runway Collection is a fashion footage archive of over 5000 hours of vintage and rare catwalk shows. The footage spans from 1979 to 2010 and holds shows from some of the biggest and most well-known names in fashion, with rarities that before were now thought lost. This important asset not only informs YOOX NET-A-PORTER's position as a leading authority on fashion, but seeks to educate us all on the history of fashion and therefore its implications for the future, including inclusivity, appropriation, and sustainability. By delving into the archive and building an understanding of the designers and work that has come before, we believe we can create a better, considered, and aware future for fashion.

## Accessing Collection

To Inform your project, you can access the nine research videos through the link provided below:

<http://site-182278.bcvp0rtal.com/>







# Deliverables and Outcomes

Produce a clear research portfolio demonstrating how you have reached your final Proof of Concept. You should link your research and solution to the current issues faced by the Fashion Industry with regards to synthetic Faux Fur, clearly outlining how your research and development link together.

The Portfolio should be between 10-15 pages and split into the following distinct sections:

## **Background and Research (1-4 pages)**

- This section of your project must draw on the selection of footage (provided to you) from the Runway Collection, to help explain why faux fur became the preferred alternative to animal fur. Considering use, image, and cultural associations of fur and how this affects current consumption. We want you to delve into the archive to build an understanding of the designers and work that has come before, to educate on the history of fashion and therefore its implications for the future.
- Ask yourself when did faux fur start being fashionable, and why?
- Further context can be provided to demonstrate which brands or designers are associated with the production of animal fur or faux fur.
- Research can reference other data sources, reports, media and objective journalism

## **Development and Idea (1-4 pages)**

- Confirm which option you are going to focus on (Short-life cycle/High Chemical Use and Processing/Use of Synthetic Materials (and subsequent environmental impact)
- This section should clearly demonstrate the development process of your final Proof of Concept. Drawing on a number of references and understanding of the current thinking on faux fur and related issues for the environment and sustainability.
- This section can also demonstrate your exploration of innovative faux fur alternatives.

## **Proof of Concept (1-7 pages)**

- How do you combat the problems outlined above?
- Is this a technological solution, business innovation, physical product, marketing campaign, textile development or any other option that you believe solves the problem you have chosen to address?
- The final outcome from the option you have chosen as a concise Proof of Concept.
- The Proof of Concept should be in a format that presents your idea clearly e.g moving image, photograph, sketch or digital advertisement.
- The Proof of Concept should be clear on how your innovative idea will improve the environmental impact of the production or the use of synthetic fake fur.



## Timings

**19<sup>th</sup> October 2020**

Brief released

**14<sup>th</sup> December 2020**

Submission Deadline

**8<sup>th</sup> January 2021**

Up to 8 Finalists Shortlisted

**11<sup>th</sup> January 2021**

Judging Panel

**January TBC**

Private Label Workshop Presentation  
(*winning student only*)

## Prize

- £1,000 cash prize
- Private Label Workshop Presentation: The winner will be invited to present both their research and final product to one of YOOX NET-A-PORTER's own private label brands (either at the London head offices or via a virtual presentation), giving them the chance to talk through their background work, thought processes, and how they drew these components together to create a winning idea.
- Publication of a written piece on PORTER.com, describing the winning student's experience, research with The Runway Collection and reaching their final concept, and how they view sustainability and fashion working together, supported by images of their work.

## How to Apply

### Students

The BFC will accept submissions direct from students. Please include your **name, course, email address** and the **competition** you are applying for.

All submissions should be sent via a direct download link to [colleges.council@britishfashioncouncil.com](mailto:colleges.council@britishfashioncouncil.com)

Entries must be submitted in the English language and can be submitted in any digital format. Film content should be uploaded and set as private to YouTube/Vimeo.

Written/portfolio work should be a PDF (**20 pages maximum**). Links to WeTransfer and YouTube/Vimeo should be emailed to [colleges.council@britishfashioncouncil.com](mailto:colleges.council@britishfashioncouncil.com)

