

# ASIA&PACIFIC EMERGING DESIGNER FASHION CONTEST



**Organizer:** General Incorporated Association, Fashion Designer Training Promotion Association

**Operator:** Kini International Co., Ltd.

**Supported by:** Embassy of the People's Republic of China in Japan (Culture Office) ; Kurashiki City Okayama; Minato City Tokyo.

## Overview

The Asia&Pacific Emerging Designer Fashion Contest is an international fashion competition for students and young creators studying fashion.

Based in Tokyo, the contest invites participants from across Asia and around the world. It aims to support the next generation of designers by providing opportunities for global networking and hands-on experience, helping them grow and succeed in the future fashion industry.

## Objectives

- Discover talented individuals with creativity and strong future potential
- Revitalize the fashion-related industries
- Contribute to the development of local and international fashion culture

## Features

- Opportunity to present work on an international stage
- An international contest open to applicants from across Asia and around the world

- **Final Judging in Fashion Show Format**

The final selection will be conducted in a runway show format. Professional models will wear the designs, and entries will be evaluated comprehensively based on their expressive impact and overall level of completion in an actual show setting.

- **Gateway for Emerging Designers**

Aimed at discovering the next generation of designers, the contest provides a platform for students and young creators to present their work.

- **Media Exposure & Promotion Opportunities**

Participants may receive coverage from media both in Japan and internationally. Award winners will have opportunities to be featured in fashion media, including interviews and publications.

This serves as a platform to widely promote their activities both domestically and globally.



#### Judges

- Yasutoshi Esumi
- Wataru Nakazono
- Toshikazu Iwaya
- Aguri Sagimori
- Yu Liang

#### Awards

- **Grand Prize:** JPY 1,000,000 (1 winner)
- **Silver Prize:** JPY 500,000 (1 winner)
- **Bronze Prize:** JPY 150,000 (1 winner)
- **Special Prize:** JPY 50,000 (1 winner)
- **Finalist Award :** JPY 20,000 (applicable to selected entrants, excluding those participating in the final public judging and prize winners)

## Eligibility

- Applicants must be enrolled in a university, junior college, or vocational school as of the 2026 academic year, or must have graduated from such an institution within the past three years.
- Applicants must be able to create their work independently.
- In principle, applicants must be able to participate in the final public judging session and rehearsal held in Tokyo (at their own expense).

※Except in unavoidable circumstances such as studying abroad or taking a leave of absence.

- No restrictions on age, gender, or nationality
- Anonymous or pseudonymous submissions are not permitted

## Application Period

May 1, 2026 (Fri) – July 30, 2026 (Thu)

※Applications must be received by the deadline date.

## Entry Fee

- 1 design: JPY 500
- 2 or more designs: JPY 1,000

※Please contact us for details regarding payment and bank transfer.

## Application Method

Please submit your entry either by mail or via email, with one entry sheet and one design drawing per set.

※Cash on delivery is not accepted.

## Submission Categories & Theme

- Categories: Women's / Men's  
Theme and materials are free

※Only unpublished works are accepted.

## Design Requirements

- A4 size (paper type is flexible)
- Vertical format
- On the back, include your name, title of the work, and school name or workplace
- No restriction on expression style
- No limit on the number of submissions

## Submission & Contact

### Mail:

Kini Building, 1-26-10 Sugamo, Toshima-ku, Tokyo 170-0002, Japan

### Email:

zier@kini.co.jp

## **Contest Schedule**

### **May 1 – Application Open**

Submission of design drawings begins.

### **July 30 – Application Deadline**

Deadline for submission of application documents and design drawings (must arrive by this date).

### **Early August – First Screening (Design Drawing Review)**

Judges will review the submitted design drawings and select finalists who advance to the next stage.



### **August 14– First Screening Results Notification**

Results of first screening will be announced to successful applicants.

Those who pass will proceed to the next stage and begin production of their actual garments.

### **August 14 to Mid-October – Production Period**

Finalists will create actual garments based on their design drawings.

At this stage, the progress and direction of each work will be reviewed, and the entries to advance to the final public judging will be selected.

※The date and time of the screening will be notified individually.

### **Mid-October – Second Screening (Progress Review)**

A second screening will be conducted for works in progress.

Judges will assess progress and direction, and select entries to advance to the final public judging.

### **Late October – Second Screening Results Notification**

Results of the second screening will be announced.

Selected participants will proceed with finalizing their works for the final stage.

### **Late October to Early November – Final Production & Adjustment Period**

Final adjustments will be made in preparation for the final judging.

In principle, works must be completed before the final judging.

### **November 14 – Day Before Final Judging – Fitting & Rehearsal**

The following will take place at the venue:

- Fitting with models
- Styling and hair/makeup consultation
- Runway walking and performance check

Works are expected to be completed at this stage.



### **November 15 – Final Public Judging**

The final judging will be held in a fashion show format.

Professional models will present the works on the runway, and entries will be evaluated comprehensively based on the following criteria:

- Design & Creativity
- Materials & Construction
- Technical Skill & Level of Completion
- Concept & Expressiveness Quality

Following the judging, the results will be announced and an award ceremony will be held.



### Networking Opportunities

Participants will have opportunities to interact with judges and fellow participants, and receive direct feedback and advice.



### Official Information



WEBSITE



INSTAGRAM



xiaohongshu

## **Important Notes**

### **Regarding Submissions**

- All submitted works must be original and unpublished.  
Entries must not infringe upon any third-party rights, including but not limited to copyrights, trademarks, or design rights.

### **Regarding Judging**

- No inquiries regarding the judging process or selection results will be answered.  
If any violation of eligibility requirements is discovered after the conclusion of the contest, awards may be revoked.

### **Regarding Production of Works**

- In principle, all costs associated with the creation and submission of works shall be borne by the applicant.
- In the case of group submissions, communication will be made only with the designated representative.  
Multiple submissions by the same individual or group are permitted; however, only one work per applicant or group may be selected for an award.

### **Regarding Final Judging**

- As a general rule, applicants must attend the final public judging session and rehearsal in person.
- All works must be completed prior to the final judging.

### **Prohibited Content**

Entries will be disqualified if they include any of the following:

- Content that violates public order and morals
- Defamatory or discriminatory expressions
- Content that violates laws or regulations
- Content that infringes upon third-party rights
- Content related to antisocial forces

If any of the above is identified, the entry will be excluded from judging.

Awards may also be revoked if such issues are discovered after selection.

### **Handling of Submitted Works**

- The copyright of all submitted works (including selected works) shall belong to the organizer.

### **Intellectual Property & Use of AI**

The handling of AI-generated content and related copyright matters shall follow the guidelines issued by the Copyright Division of the Agency for Cultural Affairs of Japan.

### **Prize Money & Taxation**

- Prize money will be paid after deduction of applicable withholding income tax and special reconstruction income tax.

### **Handling of Personal Information**

Personal information obtained through the application process will be used only for the following purposes:

- Notification of screening results (for successful applicants only)
- Communication regarding subsequent stages of the selection process
- Providing information related to this contest

Such information shall not be used for any purpose other than those expressly stated above.