

**ARAB FASHION AWARD (AFA)**  
**INSTITUT DU MONDE ARABE (IMA)**  
**AFA - IMA**

**RULES OF PARTICIPATION**



## FOREWORD

The Institut du monde arabe is a private foundation, a cultural centre and the result of a partnership between France and twenty-two Arab League countries. The

Institute was designed to raise awareness of and promote Arab culture. It has today become a veritable “cultural bridge” between France and the Arab world.

The Institute wishes to recognise the work of stylists from the Arab world by awarding an “ARAB FASHION AWARD - IMA” (AFA - IMA), which is divided into two categories:

- Emerging Talent Award
- Innovative Talent Award

The aim of these awards is to further the career development of stylists or fashion designers who are originally from or resides in one of the twenty-two countries of the Arab League.

These awards will be awarded under the conditions and in accordance with the terms defined herein.

### ARTICLE 1. ELIGIBILITY REQUIREMENTS

All forms of fashion-related expression (collections, moodboards, accessories, etc.) created by a stylist or fashion designer, whether an individual or a legal entity, from one of the countries of the Arab League are eligible for the ‘Arab Fashion Award - IMA’: Algeria, Saudi Arabia, Bahrain, Djibouti, Egypt, United Arab Emirates, Iraq, Jordan, Kuwait, Lebanon, Libya, Morocco, Mauritania, Oman, Palestine, Qatar, Somalia, Sudan, Syria, Tunisia, Comoros, Yemen, or from their diasporas.

The fashion designer or stylist must be over 18 years of age.

The same applies to legal entities: they must be registered in one of the countries of the Arab League.

The Institute reserves the possibility of refusing any entry that is the subject of civil or criminal proceedings or that may infringe the rights of natural or legal persons, or that may be in breach of the laws and regulations in force.

The Institute reserves the possibility, depending on the projects received, of defining one or more additional categories and/or awarding one or more honourable mentions.

#### 1.1. EMERGING TALENT AWARD

The award in the ‘emerging talent’ category will be awarded for a fashion production or intention created by a designer with less than 5 years' experience, or a student at a fashion school, possibly in collaboration with partners, craftspeople or companies. Entries may be submitted as a duo.

#### 1.2. INNOVATIVE TALENT AWARD

The Innovative Talent Award will be given to a designer or stylist whose projects or collection are particularly innovative. The materials used and/or the production techniques must embody an avant-garde, creative and innovative approach. Fashion designers or stylists who demonstrate an ability to design and develop collections while integrating environmental, social and economic commitments will be given special recognition. Entries may be submitted as a duo.

## ARTICLE 2. ENTRIES

The Institute will organise a call for entries with a view to awarding the Prizes mentioned above.

There is no charge for entries.

The collections, outfits, or moodboards submitted for the Awards must demonstrate their authenticity. Candidates are fully responsible for the written documentation (including moodboards), visuals, and photographs.

Candidates must prepare a presentation file in French or English (PDF). The format is free, but it must include the following:

- The application form, which includes:
  - The name(s) of the applicant(s)
  - The category of the "Arab Fashion Award - IMA" for which the application is submitted
  - A creation date and a name
  - The revenue of the designer(s)' company (if applicable)
  - A page listing the personalities you would like to see on the jury (maximum 5 people)
- A presentation of the fashion designer(s) (Curriculum Vitae) detailing their training and activities in fashion only
- An explanatory note (context, stakeholders, key issues)
- A concept note (approach, objectives, solution)
- A detailed description of the collection, outfits, or accessories created
- A series of visuals, drawings, sketches, videos, renderings, and photographs
- A project summary of no more than 5,000 characters
- A precise description of the fashion show you wish to produce (music, atmosphere, type of model, hair & makeup)
- A presentation of the partners (if necessary)
- The signed Laureate's Charter (see attached document) and this signed regulation, indicating acceptance
- A royalty-free, high-definition image (.jpg file, 20x30 cm at 300 dpi) from your competition submission. It will be used for communication if you are selected by the jury.

The application must be sent by June 15th of year 2025 in digital format (PDF) to the following address:  
[imafashionaward@imarabe.org](mailto:imafashionaward@imarabe.org)

If the application is too large, a zip format is recommended.

The Arab World Institute will forward the applications to the selection committee for review. Any incomplete application will not be considered.

### **Article 3. SELECTION**

The aim of the “Arab Fashion Award – Institut du monde arabe” (IMA-AFA) is to reward Entrant per category, for a total of 2.

A special mention may be awarded by the jury in recognition of an entire career.

The Entrants chosen as finalists will be selected through a two-stage process:

#### **3.1. Pre-selection**

A pre-selection is made by a selection committee appointed by the Institute. It is made up of experts in the field of art and fashion and representatives of the Institute. The selection committee's task is to propose five to ten Candidates per category (hereinafter referred to as the finalists) to the jury. It makes this pre-selection on the basis of names/projects it has identified and/or received in accordance with the conditions described above.

Candidates whose work is not included in the final selection will be notified by e-mail. Their documents will be returned following the committee's decision.

The jury will meet between June and July each year to select one production from among the finalists. Finalists will be notified of their pre-selection and the jury's final decision by email.

#### **3.2. Selection**

The designation of the 2 Winners and/or special mentions will be made following a selection process carried out by a jury appointed by the Institute.

The jury, appointed by the Institute, is composed of qualified personalities from the fashion sector, cultural institutions, specialized fashion or lifestyle media, and artists.

The composition of the Jury and its decisions cannot be subject to any appeal or complaint; any Candidate for the "Arab World Fashion Award" accepts this.

The decisions of the Jury are made by a relative majority following deliberations. In the event of a tie, and provided the President of the jury is present, the President's vote counts double. The decisions may be justified, and the Jury's assessment of the applications based on the requirements is sovereign.

The Jury will award its Prizes based on the respect of the requirements described in the call for applications. These selection requirements are based, in particular, on the quality of the proposal: openness and originality of the

ARAB FASHION AWARD – IMA (AFA - IMA)  
RULES OF PARTICIPATION

approach, differentiating strengths, relevance of the project, aesthetic dimension and plastic expression, ability to translate an original expression through respect for environments, valorization of local traditions, exploration of know-how, quality of production tools, economic perspective, services provided, and quality of presentation.

The Jury may decide not to award a Prize if it deems that the productions submitted do not justify the award.

The decisions of the Jury and the Selection Committee are final and cannot be appealed.

**ARTICLE 4. AWARDS AND REWARDS**

The Jury reserves the right to award one or more special mentions depending on the quality of the projects submitted.

The winners of the ‘Emerging Talent’ and ‘Innovative Talent’ Awards will receive the following prizes:

- An « AFA-IMA » Award trophy;
- The opportunity to exhibit and/or organize a fashion show at the Institut du Monde Arabe in Paris (space made available);
- Several days' training at the Institut Français de la Mode in Paris;
- A profile in one of our media partners.

Other awards may be added to this list until the results are announced.

The winners will be awarded the 2025 Arab Fashion Award - IMA. The award will be awarded in October during Paris Fashion Week in the presence of the winners. The award-winners are requested to attend the award-giving ceremony.

**Article 5. ASSIGNMENTS OF RIGHTS**

By entering for the AFA-IMA Award, Candidates grant the Arab World Institute a non-exclusive right to represent their project free of charge for the members of the jury and the staff responsible for organising the Award.

Finalists must agree to their projects being exhibited at the Institute. This exhibition and its possible touring will be the subject of a specific contract.

The award-winners authorise the Institute to publish images, videos, photographs, information and/or biographical details submitted by the award-winners on its website, the IMA's social networks and those of any of its partners, and in communication and promotional material for the Arab World Fashion Awards, including by the IMA's press partners.

**Article 6. LIABILITY AND WARRANTY**

Each Entrant undertakes:

- not to disclose the results before the official date on which the results are announced, during the evening event at which the Awards will be presented.
- not to use the logo of the Institute and/or its partners or sponsors, if any, without the prior authorisation of the interested parties. Each candidate undertakes to comply with the “Laureate’s Charter”.
- The Entrant represents and warrants that they own all the rights to the collection and its creation that enable them to license the aforementioned rights.
- The Entrant warrants to the Institute that no additional authorisation from another holder or manager of rights to the collection is necessary for the contemplated exploitation.
- The Entrant undertakes to provide the information, legends, descriptions and any other elements needed to describe their collection and their creation, which is the faithful and honest reflection thereof. In instances where said information, of any type whatsoever, is incorrect and/or defamatory, the Entrant’s liability would be directly triggered.
- Each Winner undertakes to include the reference “Winner of AFA - IMA” / “Winner of Arab Fashion Award – Institut du monde arabe” in accordance with the terms described in the “Laureate’s Charter”.
- Each Winner undertakes to participate in the communication surrounding the award of the Award (making of videos, participation in interviews with journalists, etc.).

It is understood that the Entrants undertake to ensure compliance with the obligations provided for in this Article by all persons who may participate in or be associated with the Project or its implementation.

#### **Article 7. NON-LIABILITY IN THE EVENT OF PLAGIARISM OR COUNTERFEITING**

The Arab World Institute declines all responsibility in the event of plagiarism, counterfeiting or infringement of intellectual property rights in the context of the IMA – Arab Fashion Award. Candidates acknowledge and guarantee that the creations submitted are original and do not infringe any copyright, registered trademark or any other third party right.

In the event of any dispute or claim relating to an infringement of intellectual property rights, responsibility will lie exclusively with the candidate concerned, who undertakes to indemnify and hold harmless the Arab World Institute and its partners, jury members and collaborators. The Institute reserves the right to disqualify any application in the event of suspicion or proof of plagiarism, without prior notice or compensation.

#### **Article 8. RIGHT OF CANCELLATION**

The Institute expressly reserves the option of deciding on the frequency of awarding the Prize, with no obligation to award one annually, and also reserves the option of cancelling, at any time and for any reason whatsoever, the award of the Prize under these rules, without it being possible to claim any indemnities in this regard.

#### **Article 9. AMENDMENT OF THE ENTRY RULES**

The Institute reserves the right to amend and/or update the entry Rules for the “AFA - IMA” competition, as well as the organisation thereof.

#### **Article 10. FILING AND CONSULTATION OF THE RULES**

These rules can be downloaded from the Institute's website at: [www.imarabe.org](http://www.imarabe.org)

#### **Article 11. PROTECTION OF PERSONAL DATA**

It is specified that the Institute may collect personal data concerning the Entrant and implement computerised processing of said data in order to comply with its tax, social security and administrative obligations.

This data will also be provided to the personnel who are tasked with organising the competition, as well as a member of the jury who may be located outside of the European Union.

Under the conditions defined by the French Data Protection Act of 6 January 1978 and by the European Regulation on the on the Protection of Personal Data that entered into force on 25 May 2018, the Entrant will benefit from a right of access to the data that concerns it, as a well as a right of rectification, consultation, restriction, portability and erasure. The Entrant may also, for legitimate reasons, object to the processing of said data.

The Entrant may exercise all the rights mentioned above by contacting the Institute at the following email address: [vosdonnees-dpo@imarabe.org](mailto:vosdonnees-dpo@imarabe.org)

Consequently, the Parties acknowledge that all of said Data requires compliance with the applicable regulations. The Parties undertake to implement all the procedures that are necessary to ensure the confidentiality and utmost security of said Data.

#### **Article 12. CONFIDENTIALITY**

As part of their participation in the AFA - IMA, candidates undertake not to divulge their participation, their status as a candidate or any information relating to their application until the official announcement of the results by the jury.

This obligation of confidentiality covers all public communications, including but not limited to posts on social networks, interviews, press releases and discussions with unauthorised third parties.

Any breach of this clause may result in the immediate exclusion of the entrant from the competition and the cancellation of his/her application.

By submitting their application, participants acknowledge that they are aware of this obligation and undertake to respect it.

#### **Article 13. APPLICABLE LAW AND CHOICE OF FORUM**

All of the provisions of this Agreement are governed by French law, regardless of the place of performance hereof.

The Parties undertake to seek, in good faith, an amicable solution to all disagreements over the validity, construction or performance of these Rules; however, compliance with this obligation will not constitute a cause of inadmissibility of any and all legal actions.

In the event that the Parties are unable to reach an amicable agreement if a dispute arises over the validity, construction, performance or implementation of this Agreement or of its Appendices, the Parties agree to submit to the Paris courts of competent jurisdiction all disputes or litigation that may arise between them concerning the validity, construction or performance of this Agreement.

I, the undersigned,

Surname : .....

First name : .....

Declare that I accept these rules with no reservations.

Executed in .....

On: .....

Signature



## CHARTER OF THE ARAB FASHION AWARD – IMA LAUREATE

The undersigned has familiarised themselves with the values and objectives promoted and pursued by the institute. They undertake to comply with the reciprocal obligations associated with the award of the AFA - IMA, in the event that they are selected as a winner.

The Institut du monde arabe (IMA) :

1. The IMA is a private foundation recognized as a public utility by decree of October 14, 1980 (Statutes amended by the order of March 23, 2010), the Arab World Institute is the result of a partnership between France and twenty-two Arab countries: Algeria, Saudi Arabia, Bahrain, Djibouti, Egypt, United Arab Emirates, Iraq, Jordan, Kuwait, Lebanon, Libya, Morocco, Mauritania, Oman, Palestine, Qatar, Somalia, Sudan, Syria, Tunisia, Comoros, and Yemen.
2. The Arab World Institute was designed to promote and showcase Arab culture. Today, it serves as a true "cultural and social bridge" between France and the Arab world.
3. Dialogue, diversity, creativity, aesthetics, transmission, and conviviality are the values at the heart of the Arab World Institute's project.

### ON THE ARAB FASHION AWARD – IMA :

This Prize, awarded by the Arab World Institute, recognizes fashion collections or moodboards designed by emerging and innovative talents.

Awarded by a prestigious jury, this Prize is a recognition of the quality of the winner's work and may serve as a springboard for their future career.

The winners form a dynamic and supportive community that involves rights and duties for both the winner and the Institute. Some of these rights and duties are already outlined in the regulations of the "AFA – IMA", which the winner agrees to respect.

### ON THE COMMITMENTS OF THE WINNERS AND THE INSTITUTE

The winners agree to participate in the award ceremony.

The winners agree to include, in any potential re-edition of their fashion production and in any publicity related to the awarded production, the mention "Winner of the AFA - IMA" or "Winner of the Arab Fashion Award – Institut du monde arabe". In case of any obstacle to this provision, they will notify the Institute in advance. The Parties will consult to find any acceptable solution to overcome the obstacle.

ARAB FASHION AWARD – IMA (AFA - IMA)  
RULES OF PARTICIPATION

To enable the Institute to support the winner throughout their journey and to strengthen the sharing of experiences and the sense of community around the Institute, the winner agrees to communicate to the Institute, on their own initiative, at least once a year, professional information concerning them. They also agree to respond to any questionnaire sent by the Institute. In return, the Institute will endeavor to report on its website and, if applicable, on social networks, the progress of the winners.

The Institute may propose to the winners to associate themselves with actions it supports, with the winners agreeing to consider these proposals. These actions provide opportunities for the winners to express their talent and creativity in the service of others.

The support of the winners requires, in all circumstances, respect for the name of the Institute and the values that drive it.

The winners authorize the Institute to disseminate images, videos, photographs, information, and/or biographical elements provided by the winners on its website and social networks.

I, the undersigned,

Name: .....

First Name: .....

Agree to respect this Charter if I become a winner.

Done at .....

Date: .....

Signature

THE CHARTER OF THE WINNERS TO BE RETURNED DULY DATED, INITIALED, AND SIGNED.

## APPLICATION FORM

### ARAB FASHION AWARD -INSTITUT DU MONDE ARABE

- Name: .....
- First Name: .....
- Category of the Arab Fashion Award for which you wish to apply: .....
- Creation Date of your collection/outfits/moodboards: .....
- Name of the collection/outfits/accessories presented: .....
- Revenue of your company (if applicable):.....
- Personalities you would like to see on the jury of the Arab World Fashion Award:

1.....

2.....

3.....

4.....

5.....

Documents to attach to your application:

- A presentation of the fashion designer(s) (Curriculum Vitae) detailing their training and activities in fashion only
- A statement of intent (context, stakeholders, key issues)
- A concept note (approach, objectives, solution)

- A detailed description of the collection, outfits, or accessories created
- A series of visuals, drawings, sketches, videos, renderings, and photographs
- A project summary of no more than 5,000 characters
- A precise description of the fashion show you wish to produce (music, atmosphere, type of model, hair & makeup)
- A presentation of the partners (if necessary)
- A royalty-free, high-definition image (.jpg file, 20x30 cm at 300 dpi) from your competition submission. It will be used for communication if you are selected by the jury.
- The signed Winner's Charter (see attached document) and the signed regulation, indicating acceptance