

ARAB FASHION AWARD
INSTITUT DU MONDE ARABE

RULES OF PARTICIPATION



In partnership with



PREAMBLE

The Institut du monde arabe, a private foundation, is a cultural institution born of a partnership between France and twenty-two countries of the Arab League. The Institute was created to promote and showcase Arab culture. It has now become a true “cultural bridge” between France and the Arab world.

The Institute wishes to reward designers and stylists from the Arab world by awarding an “Arab World Fashion Award” divided into four categories:

- Arab World Fashion Award – **Emerging Talent**: rewards a designer at the beginning of their career, whose universe stands out for its uniqueness, potential, and promising vision for the future of fashion.
- Arab World Fashion Award – **Creative Entrepreneurship Talent**: recognizes an individual who has successfully developed a brand or project combining creativity and strategic thinking, with the ability to structure, innovate, and expand within their market.
- Arab World Fashion Award – **Creative Excellence and Craftsmanship Talent**: honors excellence in craftsmanship, mastery of techniques, and the enhancement of artisanal traditions, reinterpreted with rigor and modernity.
- Arab World Fashion Award – **Accessory Talent**: rewards a designer or brand specializing in accessories (jewelry, leather goods, shoes, etc.), whose work stands out for its design, quality, and strong identity.

These awards aim to support the career development of designers or stylists originating from or residing in one of the twenty-two Arab League countries.

The awards will be granted under the conditions and according to the terms defined herein.

Article 1. ELIGIBILITY CRITERIA

All forms of fashion-related expression (collections, mood boards, accessories, etc.) created by a fashion designer or stylist, whether an individual or legal entity, originating from one of the Arab League 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, Yemen) or from their diasporas, are eligible.

Applicants must be over 18 years old.

Legal entities must be registered in one of the Arab League countries.

The Institute reserves the right to reject any application subject to civil or criminal proceedings or likely to infringe the rights of individuals or entities, or to violate applicable laws and regulations.

The Institute also reserves the right to create additional categories and/or special mentions depending on the projects received.

1.1 Emerging Talent Award

Rewards a designer at the beginning of their career with a distinctive universe and strong potential.

Joint applications are allowed.

1.2 Creative Entrepreneurship Talent Award

Recognizes individuals who have built a brand or project combining creativity and strategic vision.

Joint applications are allowed.

1.3 Creative Excellence and Craftsmanship Talent Award

Highlights excellence in craftsmanship and reinterpretation of artisanal traditions.

Joint applications are allowed.

1.4 Accessory Talent Award

Rewards designers or brands specializing in accessories with strong design and identity.

Joint applications are allowed.

Article 2. APPLICATION

The Institute organizes an open call for applications.

Applications are free of charge.

Submitted works must demonstrate authenticity. Applicants are fully responsible for all written, visual, and photographic materials.

Applications must be submitted in French or English and must include:

- Application form (name(s), category, project name and creation date, company turnover if applicable) : [PRIX DE LA MODE DU MONDE ARABE - ARAB FASHION AWARD IMA - 2026 – Remplir le formulaire](#)
- CV detailing education and fashion-related experience
- Detailed description of the collection/project
- Visual materials (drawings, sketches, videos, photos, renderings)
- Project summary (max. 5,000 characters)
- Partners (if applicable)
- Signed Laureate Charter and signed Rules
- One royalty-free high-resolution image (JPEG, 20×30 cm, 300 dpi)
- One high-resolution portrait photo (royalty-free)

Deadline: June 1st 2026 (inclusive), submission in PDF format by email : imafashionaward@imarabe.org

Incomplete applications will not be considered.

Article 3. SELECTION

The award honors four winners across the categories. A special mention may also be awarded.

3.1 Preselection

A selection committee shortlists 5–10 finalists per category.

Non-selected candidates are notified by email.

3.2 Final Selection

A jury selects the winners. Decisions are final and made by majority vote.

Criteria include originality, relevance, craftsmanship, aesthetic quality, innovation, production quality, and economic potential.

The jury may decide not to award a prize.

Article 4. PRIZES AND REWARDS

Prizes may evolve.

Winners receive:

- A trophy
- Opportunity to exhibit/show at the Institut du monde arabe in Paris
- A training program in Paris at our partner school
- Media exposure

Emerging Talent winner also receives:

- Six months of communication support provided by DLX agency. Founded in 2015 by Guillaume Delacroix, DLX is a communications agency distinguished by a strategic and creative approach focused on building brand value in the demanding sectors of fashion, beauty, sports, design, technology, culture, and hospitality. With offices in Paris, New York, and London, the agency supports its clients in defining their identity, designing impactful campaigns, and developing their presence across various channels, particularly digital ones. By combining trend analysis, storytelling, and attention to detail, DLX seeks to create cohesive and memorable experiences capable of sustainably strengthening the image and influence of its clients, including Rimowa, Tory Burch, Lacoste, Birkenstock, On, Canada Goose, Kith, Loewe, Mango, Massimo Dutti, and many others.

The award ceremony takes place during Paris Fashion Week (September/October 2026).

Article 5. RIGHTS

Candidates grant the Institute a non-exclusive right to present their projects for jury evaluation.

Finalists may have their work exhibited.

Winners authorize the Institute to use their images and materials for communication purposes.

Article 6. RESPONSIBILITY

Candidates agree not to disclose results before official announcement and not to use logos without authorization.

They guarantee ownership of all rights to their work.

Article 7. LIABILITY (PLAGIARISM)

The Institut du monde arabe shall bear no liability in the event of plagiarism, counterfeiting, or infringement of intellectual property rights in connection with the Arab World Fashion Award. Candidates acknowledge and warrant that the works submitted are original and do not infringe any copyright, trademark, or any other third-party rights. In the event of a dispute or claim relating to an alleged infringement of intellectual property rights, full responsibility shall rest solely with the concerned candidate, who undertakes to indemnify and hold harmless the Institut du monde arabe, as well as its partners, jury members, and collaborators.

The Institution reserves the right to disqualify any application in the event of suspicion or evidence of plagiarism, without prior notice and without compensation.

Article 8. CANCELLATION

The Institute may cancel or modify the award at any time without compensation.

Article 9. RULE CHANGES

The Institute may update the rules at any time.

Article 10. ACCESS

These Rules are available for free download on the Institut du monde arabe's website: www.imarabe.org.

Article 11. DATA PROTECTION

It is specified that the Institut du monde arabe may collect personal data concerning the Applicant and process such data in order to comply with its fiscal, social, and administrative obligations.

This data may also be shared with staff responsible for organizing the Award, as well as with members of the jury, who may be located outside the European Union.

In accordance with the provisions of the French Data Protection Act of January 6, 1978, and the European General Data Protection Regulation (GDPR), which came into force on May 25, 2018, the Applicant has the right to access, rectify, inquire about, restrict, transfer, and delete their personal data. The Applicant may also, on legitimate grounds, object to the processing of such data.

The Applicant may exercise all the above-mentioned rights by contacting the Institute at the following email address: vosdonnees-dpo@imarabe.org

Consequently, the Parties acknowledge that all such data is subject to applicable regulations. The Parties undertake to implement all necessary procedures to ensure the confidentiality and the highest level of security of such data.

Article 12. CONFIDENTIALITY

Candidates must not disclose participation or application details before official results.

Article 13. APPLICABLE LAW

This Agreement shall be governed in all its provisions by French law, regardless of the place of performance hereof.

The Parties undertake to seek, in good faith, an amicable solution to any disagreement relating to the validity, interpretation, or performance of these Rules. However, compliance with this obligation shall not constitute a condition precedent to the admissibility of any legal action.

In the event that the Parties fail to reach an amicable agreement in the case of a dispute concerning the validity, interpretation, performance, or execution of these Rules or their Appendices, the Parties agree to submit any such dispute or claim to the competent courts of Paris.

Declaration

I, the undersigned,

Name:

First name:

Declare that I accept these rules without reservation.

Date:

Signature:

LAUREATE CHARTER

The candidate acknowledges the Institute's values and commits to respecting obligations if selected.

The Institute promotes dialogue, diversity, creativity, and cultural exchange.

Commitments:

- Attend the award ceremony
- Mention the award in communications
- Stay connected with the Institute
- Participate in outreach initiatives
- Respect the Institute's values

I, the undersigned,

agree to comply with this Charter if selected as a laureate.

Date:

Signature:

The signed Charter must be returned duly dated and signed.