

**BAZAAR**<sup>Harper's</sup>  
**ASIA**  
**NEWGEN**  
**FASHION**  
**AWARD**  
*2020*

## APPLICATION FORM

Please complete the following Application Form in full and return by close of business day on January 27<sup>th</sup>, 2020 and drop it off at:

Harper's BAZAAR Indonesia  
Wisma MRA, Jln. T.B. Simatupang No. 19, Cilandak Timur, Jakarta 12560  
To: Marketing Communications Harper's Bazaar, 7<sup>th</sup> Floor

Should you have any questions regarding to the fashion design technical matters, do please send email to: [redaksi@harpersbazaar.co.id](mailto:redaksi@harpersbazaar.co.id) & [michelle@harpersbazaar.co.id](mailto:michelle@harpersbazaar.co.id)

Do please be noted for the following terms and conditions for applicants, as follow:

1. Applicant must be aged between 19 - 29 years old (in 2020)
2. Applicant can be either student/fashion students (who will be graduated next year)
3. Applicant can be anyone who has started their own brand for max. 1 year

and all of the application must include:

- Completed Application Form
- 15 sketched designs of the key looks from your nominated capsule collection and the flat drawing
- Business Plan (Not exceed 3 pages of A4 paper) consists of
  - Target Customer
  - Price Range
  - Working Timeline: Production and Launching Plan
- 1 (one) page resume, including a photo of yourself and a 200 word biography

## GENERAL INFORMATION

Application Date:			
Brand Name:			
Contact Person:			
Mobile:		Landline:	
Email Address:			
Website (If Any):			
Postal Address:			
Occupation:			

**BAZAAR**<sup>Harpers</sup>  
**ASIA**  
**NEWGEN**  
**FASHION**  
**AWARD**  
*2020*

**EDUCATION**

School/Institution	Country	Year of Joining	Year of Leaving	Highest Qualification Achieved

**PREVIOUS & PRESENT EMPLOYMENT**

Organisation Name:

From (mm/yy)	To (mm/yy)	Designation	Brief Description of Job Duties	Major Achievements

Organisation Name:

From (mm/yy)	To (mm/yy)	Designation	Brief Description of Job Duties	Major Achievements

Organisation Name:

From (mm/yy)	To (mm/yy)	Designation	Brief Description of Job Duties	Major Achievements

Harpers  
**BAZAAR**  
**ASIA**  
**NEWGEN**  
**FASHION**  
**AWARD**  
*2020*

**BRAND IDENTITY**

<p>Tell us about your fashion/ design aesthetic (in no more than 500 words)</p>	
<p>Tell us about your collection (in no more than 800 words) - What is your inspiration? How does your collection reflect your brand identity?</p>	

**PREVIOUS & PRESENT EMPLOYMENT**

<p>Who is your target market? (e.g mid 20s - 30s, young adults, working executives, etc.)</p>	
---	--

<sup>Harper's</sup>  
**BAZAAR**  
**ASIA**  
**NEWGEN**  
**FASHION**  
**AWARD**  
2020

If you were to win the BAZAAR Asia New Generation Fashion Designer Award and the sponsored Master degree at Istituto Marangoni in Milan/Florence/London/Paris, how would this competition and prize help you grow and realize your business aspirations?

## PRIVACY

This information provided will be used solely for the purpose of assessing your application for the Harper's BAZAAR Asia Newgen Fashion Award 2020 and will only be made available to those assessing your application.

## DECLARATION

I have read the Terms & Conditions of the Harper's BAZAAR Asia Newgen Fashion Award 2020 and agree to abide by them. Should I become a Finalist, I agree to take part in any publicity that may arise.

Name:

---

Signed:

---

Date

\_\_\_\_ / \_\_\_\_ / \_\_\_\_