



Evaluation Criteria | Fashion & Jewelry Design

CDA Fashion & Jewelry Design Competition is open to both concept stage and in production collections including Fashion & Apparel, Accessories, Footwear and fabric and Garment designed by creative designers in the fashion worldwide. The following criteria form the foundation upon which the very essence of fashion stands, to explore, celebrate, and be captivated by the ever-evolving world of style. Find below the key jury criteria for the Fashion and design projects, the weighting will be left to the jury.

A. Creativity and Independence: In the ever-evolving world of fashion, independence and originality are the guiding stars for designers who dare to dream beyond conventions. The proposed design displays a remarkable manifestation of originality, creativity and innovative thinking through its unique design concept, process and materials. Where designers orchestrate a symphony of material, color, texture, form and more. The proposed design molds the designer's visions into tangible forms that ignite emotions, challenge perceptions, and push the boundaries of traditional aesthetics. It is the cornerstone of fashion's allure, turning creative ideas into wearable works of art that invite us to explore new dimensions of beauty and imagination unveiling avant grande perspectives.

B. Wearability and Functionality: The designer's proposal is balancing between aesthetics and wearability, skillfully navigating the terrain of creative problem-solving to craft garments that not only inspire the senses but also seamlessly integrate into the wearer's everyday life. The interplay between design creativity and the wearer's ease captures a narrative where style dances in synchrony with practicality, offering a new and delightful fashion experience.

C. Development potential: The design conveys potential for development. The proposal witnesses an opportunity to evolve, transform, and flourish over time. The proposal possesses the innate ability to become iconic, serving as the cornerstone for future collections and evoking a sense of timelessness. The potential for development has the capacity to adapt to shifting trends, capture new interpretations, and remain relevant as fashion's tapestry continues to unfurl.

D. Communication: Clear artistic visuals to showcase final collection, prototypes, drawings or renders of the proposed ideas or collection are presented to convey the essence of a design project, enabling audiences to comprehend the envisioned proposed with remarkable clarity where it bridges the gap between imagination and reality, cultivating a profound appreciation for the project's aesthetics, functionality, materiality, details and emotional resonance.

	J1	J2	J3	Total Average
Creativity and Independence				
Wearability and Functionality				
Development potential				
Communication				