

The Kirsty Doyle Club x Radox Grand National Young Designer of the Future Competition 2024.

Overview:

www.thekirstydoyleclub.com is a fashion, entrepreneurship and creative education platform, it is a unique space that supports creative minds in finding a voice of their own.

This competition is an exciting opportunity for primary and secondary school students to showcase their creativity, innovation and passion for fashion design. This competition aims to inspire and nurture young talent, providing a platform for budding designers to unleash their imagination and explore the world of fashion.

Competition Categories:

Primary School Category: Open to students in years 3-6.

Secondary School Category: Open to students in years 7-11

Competition Criteria:

Participants will be judged based on the following criteria:

Creativity: Originality and innovative thinking in design concepts only. We want to encourage the participants to unleash their own creativity and truly be their own authentic selves. We realise that we have a wide range of ages and backgrounds so creativity is key here so we can't wait to see what everyone comes up with.

Competition Process:

Design Phase: Participants will design and create their fashion pieces based on the given **theme which is a “Day at the Races.”**

Judging: A panel of fashion industry professionals and educators will evaluate the submissions based on the competition criteria. **Deadline date for all submissions: Friday 15th of March. All designs to be handed back to your class teacher on Wednesday 13th March.**

Finalists Announcement: Finalists from each category will be announced and the winners will be invited into the Kirsty Doyle design studio to have their winning design made by our manufacturing team. **Winners will be announced on the 22nd of March and invited into the studio 26th of March.**

Final Event: Finalists will present their designs as part of the Style Awards at the Radox Grand National and in the prestigious John Lewis store in Liverpool City Centre. **Grand National Ladies day is the 12th of April.**

Prizes:

Prizes will be awarded to winners in each category, including:

The winning design will be custom made by the KD manufacturing team and ready to display on mannequins as part of the Radox Grand National event.

Mentorship: As part of the winning prize the individuals will be invited into the KD Design Studio and spend time with Kirsty Doyle to discuss jobs in fashion and business. They can ask any career questions to Kirsty and talk about her journey in the fashion industry.

Tickets: Tickets will be provided to the winners to attend the Radox Grand National in Liverpool on Ladies Day to see their winning designs. The designs will also be showcased in the prestigious John Lewis city centre store.