

# H&M Design Award 2018

Category: [Students Only](#)

Deadline: July 31, 2017

Website: <http://bit.ly/2oJwjias>



**H&M Design Award** is a design competition for students at selected design schools around the world. The aim is to bring up the most promising talents in fashion and give them a springboard in their careers.

Your collection should be based on garments, with at least four complete outfits per entry (*no entries that are just print or accessories*). The collection can focus on **womenswear**, **menswear**, **kidswear** or a **mixed** application.

Your portfolio (*PDF/JPG, Max 20MB*) should include:

- Resume/curriculum vitae (CV).
- A brief description of your collection and its themes.
- Pictures of your collection at its key stages of development.
- Images of inspiration sources and mood boards.
- Your color and fabric range.
- Details of any prints (*if you have created them*).
- Illustrations and fashion drawings of the collection.
- Images of the finished outfits (*including campaign images or photo shoots*).

**There is no entry fee.**

## Eligibility

You must plan to graduate from a 2017 BA or MA qualifying program (*or equivalent to that*) from a participating college. Find all schools participating in the award [here](#).

## Prize

The winner will be awarded a prize of **25,000 EUR** (*approx. 26,530 USD*) as well as a six month, **paid internship** at H&M's Head Office in Stockholm, working alongside the design team that develops our most fashion-forward collections. In addition, all finalists, including the winner, will be awarded 5,000 EUR (*approx. 5,310 USD*) for making it to the final.

The paid internship includes a monthly salary, accommodation in Stockholm and a return flight to Stockholm as well as other benefits. The internship runs from *January 2018 to June 2018* and will be tailored for the winner according to their skills and previous experience.

The winner has the option to exchange the internship for a grant of 25,000 EUR. The total prize sum will then amount to 50,000 EUR.

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