

## Contributions wanted for 2023 CTYPEAWARDS

### I. About CTYPEAWARDS

CTYPEAWARDS is a professional competition focusing on fashion life.

Twelve judges from seven countries formed the authoritative jury of the competition in 2023, and invited Tomaz Mok, founder of MATCH, as the chairman of the jury. The submitted entries will pass strict evaluation criteria until outstanding works are selected. The competition has created professional, authoritative and gold-rich awards, which can be called Oscar in the field of fashion creativity.

In the past 7 years, we have successfully held five creative awards, and received nearly 6,000 entries from 35 countries and regions around the world, and awarded awards to more than 300 outstanding brands and creative people. CTYPEAWARDS holds an award ceremony every year, at which judges, brands, creative organizations and independent creative people are invited to participate and gather to exchange and collide with it, with the aim of making more outstanding brands and ingenious creative people pay attention to by the world.

In 2023, CTYPEAWARDS underwent a brand-new upgrade and revision, which greatly broadened the categories and fields of competition, and became a work display platform for all brands and creative practitioners

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in the global beauty field, fashion life field and sustainable development field, aiming to promote the upgrading of global creative industries, realize cross-border cooperation in multiple fields, and then seek more sustainable proposals for the industry.

CTYPEAWARDS, organized by EUROPE COSONELAB GROUP (UK), aims to gain more honors and opportunities for outstanding brands and ingenious creative people.

Official website: [www.ctypeawards.com](http://www.ctypeawards.com)

### **II. About CTYPEAWARDS**

The annual proposition is jointly released by CTYPEAWARDS and brand sponsors, which is intended to invite designers from all over the world to gather together and give full play to their creative works.

Different from the independent annual competition unit of CTYPEAWARDS, the designer will complete the original design according to the specified proposition requirements. After screening at different levels, an annual CTYPEAWARDS Grand Prize will finally be produced from all propositional works, with a prize of 20,000 US dollars. Other works that have not won the grand prize still have the opportunity to participate in the selection of other awards.

So far, two grand prize winners have been produced since the event was held.

Remarks: The copyright of the winning works will belong to the sponsors of WORKSHOP, and the contestants agree to abide by the rules of CTYPEAWARDS WORKSHOP when they deliver the manuscripts.

The release and collection time of WORKSHOP proposition will be different from the official competition of CTYPEAWARDS. If the proposition is not released in the current year, the awards and bonuses in the current year will be vacant. For more information, please pay attention to CTYPEAWARDS official website ([www.ctypeawards.com](http://www.ctypeawards.com)).

The grand prizes of the whole audience are all pre-tax income. Based on the actual exchange rate and tax category, about 40% of the handling fee and corresponding tax points should be deducted from the actual prizes that the winners can get. The copyright of the works that won the grand prize shall belong to the sponsors of WORKSHOP.

### **III. Brand new competition unit: NOVEL SHOW**

NOVEL SHOW is specially set up to motivate and tap outstanding young creative people all over the world, aiming at creating opportunities for enterprises that recognize the value of creativity to communicate with them and exploring a brand-new cooperation mode for creative work.

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We provide real brand project needs, create opportunities for contestants to work with top brands in the world, and provide you with the exposure opportunities you need before entering the creative industry.

The awards are open to students, recent graduates, cutting-edge innovators and creative institutions who love advertising, design, digital and marketing majors all over the world.

The winner of each event can get the rookie trophy and award certificate customized by CTYPEAWARDS, and have the opportunity to join the brand creative department or reach a long-term cooperation with the brand.

NOVEL SHOW ensures that all released creative requirements are authentic and effective. All participants in NOVEL SHOW should provide true and effective information, and strictly keep confidential the information provided by customers.

If the contestant leaks customer-related information and causes losses to the brand, the brand has the right to pursue its legal responsibility!

CTYPEAWARDS has the right to refuse to accept the works of contestants who do not provide true identity information.

### **IV. Highlights of the event of this year**

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1. CTYPEAWARDS of this year has undergone a brand-new revision and released a brand-new official image. This year's track has been newly added to six sections: cosmetics, personal care, perfume/fragrance, oral beauty, lifestyle and fashion clothing. The purpose of this move is to let more outstanding creative people have the opportunity to compete for awards.
2. The annual WORKSHOP has also been revised, and the bonus is set to be as high as 20,000 US dollars. At the same time, the winning works will be put on the market by the sponsors for sale,
3. NOVEL SHOW is an additional link of CTYPEAWARDS of this year, aiming to provide more exposure opportunities for outstanding young creative people and opportunities to cooperate with brands.
4. The original concept award-winning works will have the opportunity to be jointly created by the brand and COSONE, and will be pushed to the market, and the submitter of the works will also win the original copyright fee.

### **V. The jury of CTYPEAWARDS of this year**

The chairman of the jury of 2023 CTYPEAWARDS will be Tomaz Mok, founder of MATCH, and the authoritative jury of the competition will be composed of 12 judges from 7 countries, including the top

management of trend institutions, brand managers, strategic coffee, founders of creative institutions, professional representatives of design colleges and so on. They will decide what works and ideas will qualify for the 2023 CTYPEAWARDS Awards.

In the future, CTYPEAWARDS will continue to expand the jury and promote the diversification of competitions, so as to ensure that each work is comprehensively examined and evaluated, and each judge has more time to make comments and feedback on the works they voted for.

### **VI. Entry categories**

1. Cosmetics: skin care products, make-up, etc.;
2. Personal care: body, mouth, hair care, etc.;
3. Perfume: perfume, fragrance and luxury goods;
4. Lifestyle: beauty instruments, beauty tools, beauty instruments, coffee and tea, household items, etc.;
5. Oral beauty: oral liquid, capsule, powder/granule, pill/tablet, jelly type and candy type;
6. Fashion: Clothing, accessories, jewelry, shoes.

### **VII. Categories of works**

### **A: Brand design**

Logo, VI, Brand Manual, Illustration, Photography, UI/UX, etc.

Submission requirements: 300dpi design draft original document AI works and creative interpretation PDF.

### **B: Product design (including concepts and listed categories)**

Outer packaging design (including mold opening and male mold), device type design, gift box design, etc.

Listed works submitted: 300dpi renderings, creative interpretation PDF and original works.

Requirements for submission of conceptual works: 300dpi renderings and creative interpretation PDF.

### **C: Scene design**

Commercial space design, Showroom, art exhibition, installation art, POPUP, etc.

Submission requirement: 300dpi renderings.

### **D: Media communication**

Web page, digital interaction, advertising, AR, multimedia.

Submission requirements: 300dpi design draft, MP4 format HD video, creative interpretation PDF.

### **E: Marketing ideas**

Influential original creative marketing cases after January 1, 2021.

Submission requirements: Detailed case review PDF

### **F: Public welfare and environmental protection**

Brands that have made practical actions and achieved outstanding results in global environmental protection and sustainable development.

### **VIII. Awards**

CTYPEAWARDS Grand Prize (1)

CTYPEAWARDS:

1. CTYPEAWARDS Gold Award
2. CTYPEAWARDS Silver Award
3. CTYPEAWARDS Bronze Award
4. CTYPEAWARDS Nomination Award
5. NOVEL SHOW AWARD
6. CTYPEAWARD FOR SUSTAINABILITY

### **IX. The honor is captivating enough for you to participate**

1. A chance to win a unique top prize---the Grand prize, and receive 20,000 US dollars;



2. You will have the opportunity to complete the "NOVEL SHOW" proposition idea together with the world's top brands and teams and win the prize;
3. Designers who have won three consecutive gold medals or above will have the opportunity to become the next judges;
4. Your winning works will be displayed on the official website of [www.ctypeawards.com](http://www.ctypeawards.com), with a link to your personal website;
5. Your winning works will be published and promoted in nearly 100 media such as major magazines and websites;
6. You will have the opportunity to realize your dream of designer brand, and the platform, brand side and suppliers will jointly contribute to create your excellent conceptual and creative works and push them to the market grandly. You can not only become a brand partner, but also get rich profits;
7. The award-winning designer will sign the COSONE · Fashion Creative Brand Incubation Platform and become a registered designer, thus obtaining more Brief and market exposure of high-quality customers at home and abroad;
8. Award-winning designers have the opportunity to become the global creative partners of COSONE, and be invested by them, so as to

promote domestic and foreign business together, thus forming a well-known creative hot store.

### **X. Competition regulations**

#### **1. Submission of works:**

All entries must be cases of six categories of creative works created after January 1, 2021.

Designers should register in official website ([www.ctypeawards.com](http://www.ctypeawards.com)), fill in their entry information and submit their entries as required.

Entrants who fail to submit information as required will be deemed to have automatically waived their qualification.

#### **2. Submission of material object works**

For product design works (except concept works), the original works should be sent to CTYPEAWARDS before the registration deadline (September 30th). If it fails to arrive within the specified time, the contestants will give up this selection by default.

Material object mailing address: 503 Tianshan Building, No.30 Tianshan Road, Changning District, Shanghai

Recipient: CTYPEAWARDS

Contact: +86-15958456108

#### **3. Number of submitted works:**

Each account can submit 1-3 individual works (one series of works). If it is a team work, the applicant must be the creative staff, and the entries will be classified according to the content of the works.

#### 4. Handling and copyright issues of submitted materials related to the competition

1) All entries and related originals sent to CTYPEAWARDS will not be returned.

2) All entries must have independent intellectual property rights and must not infringe upon the intellectual property rights of others.

CTYPEAWARDS has the right to require contestants to issue relevant certification materials. Legal disputes arising from intellectual property rights, that is, responsibilities shall be borne by the applicants themselves, and CTYPEAWARDS take no responsibility for any related responsibilities .

3) CTYPEAWARDS reserves the right to reject any entries deemed to be plagiarism, plagiarism and other infringement of intellectual property rights.

4) The right of authorship and related intellectual property rights of all entries belong to the applicant (unit). If the copyright of the winning works is purchased by the brand, the copyright belongs to the brand.

CTYPEAWARDS has the right to publicize, publish, distribute and exhibit all entries.

5) All participating conceptual design works and CTYPEAWARDS logo shall be filed by a third party, and shall not be used for their own use without the authorization of CTYPEAWARDS, otherwise it will be regarded as infringement.

### **XI. Schedule arrangement**

#### **1. Sign up**

Submission date: June 18th-August 31st (free)

Late Bird: September 01-September 30 (the registration fee for each work is 1280 yuan)

Payment method: See official website for details

#### **2. Schedule arrangement**

Collection opened: June 18

Entry deadline: September 30th

Submission time of physical works: before September 30

Preliminary examination stage: October 1-October 20

Primary election announced: October 25 (official website/WeChat official account)

Award-winning notice: November 10 (in the form of mail)

Award time: December 21st (tentative)

## **XII. Awards ceremony**

Date: December 21, 2023

Address: Shanghai, China (specific address to be determined)

## **XIII. Contact information**

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Official website: [www.ctypeawards.com](http://www.ctypeawards.com)

Official WeChat official account: CTYPEAWARDS

FACEBOOK: CTYPEAWARDS