



FASHION & LIFESTYLE

BRIEF: ENABLING HUMAN PROGRESS FOR SUSTAINABLE URBANIZATION

FORMAT OF OUTPUT:

1. Develop a fashionable and innovative wearable device using sustainable material (product sketch)
2. Develop stunning furniture design using recyclable material (product sketch)
3. Develop recyclable and sustainable crockery/home utility product (product sketch)

HOW SHOULD YOU APPROACH THIS BRIEF?

- Your solution should demonstrate a strong understanding of the product or innovation that you are suggesting. What or why does your idea have the power to engage with the audience? How will it impact the society ?
- You can choose any sustainable concept prevalent in F&L industry but make sure that your response is based on strong research and insights.

SUBMISSION REQUIREMENTS

STAGE 1: *Concept submission (Last date for submission is 25 August 2018)*

- **A 200 word concept note on your design along with a hand-drawn sketch to support your concept.**

STAGE 2: *Final Presentation (Only for shortlisted teams, to be announced on 29 August 2018)*

Final shortlisted teams would be invited to a one-day Designathon where they would render their outputs on DELL systems. Teams can carry their concept note & supporting sketches along with them.

MENTORING

Shortlisted entrants on this brief would be invited to mentoring sessions with a designated mentor. The mentors would be matched to entrants based on theme or industry of the entrant. The mentors would help entrants develop their projects and prepare for final jury presentation, where possible.

