

## REGULATION

### Celebrating India's Craft Legacy

India has a rich and diverse tradition of craftsmanship that continues to inspire designers across the world. Today's fashion and design consumers value authenticity, transparency, and responsible practices, with growing awareness of social and environmental impact.

This scholarship invites aspiring students to submit original proposals that explore how Indian crafts can be preserved, reimaged, and adapted for a contemporary context—while remaining socially and environmentally responsible.

Projects should strike a balance between tradition and innovation. Originality, creativity, and a strong problem-solving approach are essential.

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## CONTEST BRIEF

For Undergraduate, Postgraduate & One-Year Programs

The objective of this competition is to provide students with a platform to express their creativity within the following disciplines:

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## UNDERGRADUATE PROGRAMMES

### Fashion Design

Develop three design concepts that reinterpret or adapt a traditional Indian craft for contemporary fashion. This can be presented as:

- A capsule collection of **three complete looks**, or
- A fashion product line consisting of **six garments or artefacts**

Submissions must include:

- Clear illustrations of each outfit
- A mood board outlining inspiration
- Research pages showing the craft reference and design development process
- All designs must feature a specific craft as the central design element, presented in full colour with technical drawings and digital fabric swatch images.

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## Fashion Business

Develop a fashion business proposal centered on a localized craft, focusing on sustainability, ethical practices, and community impact. Create a brand concept that highlights the craft's uniqueness and connects it to a defined target audience. Include research on the chosen ICH craft along with analysis of the target demographic. Demonstrate how the project supports artisans, preserves heritage, and creates broader awareness. Present visual research, digitally generated product concepts, and a brief business and benefits overview.

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## **Fashion Styling**

Propose a concept for a fashion photoshoot that presents Indian crafts to a contemporary (Gen Z) audience for a luxury fashion magazine. Submissions should include research, a mood board, and a written narrative.

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## **Interior Design**

Develop an interior design proposal for a residential space that tells a story rooted in Indian craft heritage, interpreted in a modern way. The project should include:

- Visual research and topic identification
- Concept sketches
- Final rendered visuals (hand-drawn or digital)

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## **Product Design**

Identify a culturally relevant Indian theme and use it as inspiration to design a piece of furniture. The design should demonstrate attention to detail and a clear aesthetic language. Submissions should include:

- Visual research
- Concept sketches
- Final rendered visuals (hand-drawn or digital)

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## **Fragrances & Cosmetics Management**

Submit a proposal for a luxury beauty or fragrance brand inspired by traditional Indian materials, ingredients, or ancient rituals, aimed at a global audience. The project should include market research and brand identity development.

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## **Visual Design**

Present three creative concepts (via mood boards and text) for launching a sustainable fashion brand focused on Indian crafts and communities. Include proposals for logo design, website layout, and packaging.

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## **POSTGRADUATE PROGRAMMES**

### **Luxury Brand Management & Digital Marketing**

Develop a proposal for a luxury brand inspired by one or more Indian crafts, targeting an international consumer. Submissions must include market research and brand identity creation.

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## **Fashion & Textile Design Management**

Propose innovative reinterpretations of **two traditional Indian crafts** for a global audience. The submission should include:

- In-depth research on the crafts and their cultural context
- A clearly documented design process
- Illustrations of final design outcomes
- Should include technical drawings

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## **ONE-YEAR PROGRAMMES**

### **Fashion Design Intensive | One Year**

Create a series of design concepts that reinterpret traditional Indian craft skills in contemporary fashion. This may be presented as:

- A capsule collection of three looks, or
- A product line of six garments or artefacts

Submissions must include illustrations, mood boards, and research documentation.

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### **Interior Design Intensive | One Year**

Propose a contemporary interior design project for a residential space where the location influences the concept. Submissions should include visual research, concept sketches, and final rendered visuals.

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### **Product Management for Fragrances & Cosmetics | One Year**

Develop a business proposal for launching a beauty or fragrance line for the global market, using local materials or traditional practices as inspiration. Include research and a marketing plan.

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### **Fashion Styling & Multimedia Intensive | One Year**

Propose a fashion photoshoot concept promoting Indian crafts to a Gen Z audience for a luxury fashion magazine. Include research, mood board, and written narrative.

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## **PROJECT FORMAT & SUBMISSION**

Projects may be submitted in various formats, including:

- PowerPoint presentations
- Digital portfolios
- Image galleries
- Video animations or short films
- Stop-motion or multimedia storytelling

**Maximum length:** 20 slides/pages for presentations, portfolios, or galleries.

**Criteria of participation**

- **UNDERGRADUATE**

The call is open to students who have completed 12th / equivalent or awaiting 12th results.

Participation is individual - no group participation is allowed.

- **POSTGRADUATE**

- **LUXURY BRAND MANAGEMENT AND DIGITAL MARKETING**

The call is open to students who have completed a UG Program/ equivalent in a similar or related field/ will complete by July 2026.

- **POSTGRADUATE : FASHION AND TEXTILE DESIGN MANAGEMENT**

The call is open to students who have completed a UG Degree / Diploma in FASHION DESIGN Program/ equivalent in a similar or related field/ will complete by July 2026.

- **ONE YEAR**

The call is open to students who have graduated or are awaiting their final year graduation results.

**How to participate:**

- Click on "Apply for a Scholarship" and then on "Start your Application"
  - Fill in the application and upload the documents mentioned in the below point
  - You will receive an auto-generated response once your application has been received
- Participation in the call is free

**What to submit:**

**UNDERGRADUATE PROGRAMMES**

Please upload the below documents to register to the contest

- Copy of university degree and transcript or a reference letter confirming the proven work experience
- Personal Statement
- Curriculum Vitae
- Material for selected course as per the brief
- Copy of passport / ID

**POSTGRADUATE PROGRAMMES**

Please upload the below documents to register to the contest

- Copy of university degree and transcript or a reference letter confirming the proven work experience
- Personal Statement

- Curriculum Vitae
- Material for selected course as per the brief
- Portfolio / lookbook with maximum 6 items
- Copy of passport / ID

### **ONE YEAR PROGRAMMES**

Please upload the below documents to register to the contest

- Copy of university degree and transcript or a reference letter confirming the proven work experience
- Personal Statement
- Curriculum Vitae
- Material for selected course as per the brief
- Copy of passport / ID

The official language of the call is English

### **Timeline and Deadlines**

- 4th May 2026 > Competition to go live
- 25th May 2026 > Deadline for the last registration
- 1st June 2026 > Final Jury
- 8th June 2026 > Scholarship results will be announced

### **Jury and evaluation criteria**

Projects will be evaluated by a specialised jury (hereby called the "Jury") and ranked on the basis of the following criteria:

- Coherence of objective;
- Level of Innovation;
- Project feasibility and aesthetic approach;
- Overall quality;
- Ability to synthesize information and clarity of the project.

A maximum of 3 winners (one for an Undergraduate level course and one for a Postgraduate level course) will be chosen at the incontestable discretion of the Jury.

### **Award**

Scholarships consisting of **UP TO 30%** reduction on the tuition fee (enrolment fee is due) for the Undergraduate Progression Programme, Postgraduate &

One Year Programme that will be held at the Mumbai Training Center of Fashion and Design of Istituto Marangoni in Mumbai, starting in September 2026\*.

\*Any scholarship allocated to the intake for which the student is enrolling (e.g. September'26) will NOT be automatically valid and confirmed for the next intake (e.g. September'27). The Management together with the Jury will assess (and possibly confirm) any potential reassignment.

For those applying to Undergraduate progression courses: any deduction awarded is applied only to the first level of the study.

Applications will be evaluated on a rolling basis.

### **Results and publication**

At the end of the selection made by the Jury, the winners of the call shall be informed by e-mail and by a phone call.

The selected participant for the scholarship shall confirm his/her interest in the scholarship within 5 working days from the date of the first communication by email. After that period has elapsed without receiving any communication from the winner, the scholarship shall be considered as expired and shall be reassigned.

The acceptance of the scholarship implies the obligation for the winner to file an application for the selected course and pay the residual quote of the tuition fee.

### **Rights and use of the delivered outputs**

The participants (hereinafter the "Participants") agree to transfer to Istituto Marangoni\* the right to use the special projects (hereinafter the "Project") and the products that will be, where applicable, implemented as a consequence of the project; the right to use any output delivered for the participation to the contest for ideas "CELEBRATING INDIA'S CRAFT LEGACY", as well as all the materials connected to the projects and delivered, including the drawing of the Project, the sketches, the samples, the models, the tests and the video and photo materials. Istituto Marangoni reserves the right to use, publish and exploit the Projects in the form and manner deemed most appropriate: participants shall also authorize Istituto Marangoni to use the documents received for promotional purposes and in the manner deemed most appropriate. The Participants, joining the contest for ideas "CELEBRATING INDIA'S CRAFT LEGACY" declare that Istituto Marangoni cannot be subject to any claim resulting from such use. In any case, the participants agree to indemnify and hold Istituto Marangoni and its successors harmless from any liability toward third parties.

### **Declarations and warranties**

The Participant declares and guarantees:

- (i) to be the author of the Project, to own and to be fully, legitimately and autonomously entitled to grant, without limitation, all the rights granted herein, including but not limited to intellectual property rights anyhow related to the Project;
- (ii) that the Project is original and shall not, directly or indirectly, infringe any third parties' right, including copyrights and intellectual property rights;
- (iii) that the Project shall not contain any obscene, violent, defamatory, blaspheme, upsetting elements and that it shall not infringe any third party personal and patrimonial right (including moral rights, image rights, honor and/or reputation and/or confidentiality rights,

copyrights, data protection, publishing and/or others rights) or any applicable law; in the event the Project contains elements and/or parts from third parties works, the Participant guarantee to have obtained in advance and/or to obtain all necessary consents, releases and/or authorizations, as well as all usage rights of the Project granted herein;

(iv) that there are no rights or agreement with any third party which shall interfere with the rights granted herein and with the full and free usage and arrangement of the Project by Istituto Marangoni and its successors.

In any case, the Participant undertakes to indemnify and hold Istituto Marangoni and its successors harmless with respect to every demand, claim, contestation or request, whether made or brought before the courts or otherwise, by third parties related to the Project and/or to the rights granted pursuant the article 8 and/or that are inconsistent with the representations, warranties and obligations that the Participant has provided herein or by law and/or may interfere with the full and free exploitation by Istituto Marangoni and its successors of the rights granted herein..

#### **Information on the treatment of personal data**

Personal data collected as a result of the participation to the call will be used for the following purposes: execution of the operations of the call and for the thereto related purposes: the processing of personal data will be executed using manual, electronic and telematics tools closely related to the purposes for which they were provided; they could be disseminated through websites and social networks connected to the Istituto In case of refusal to provide the requested data in order to participate in the call, the application form will be rejected or the potential participant excluded. In case of refusal to provide the data, as indicated, in order to transfer the advertising material, there will be no consequences. Personal data collected as a result of the call participation will be registered in the Istituto Marangoni database, holder of the treatment;

People to whom the data collected as a result of the participation to the call refer to are considered the holders, pursuant to article 7 of the Legislative Decree 196/2003, of the related rights, among them, the confirmation of the existence of their personal data and their provision in an intelligible form, the cancellation, the transformation into anonymous form or blocking of data processed unlawfully, as well as the updating, rectification, integration and to oppose the treatment for any legitimate reason. By participating in the call, the participants give their consent to the aforementioned treatment of data.

#### **Consent to the use of personal data**

Participants authorise Istituto Marangoni S.r.l. to use their personal data and their image, as well as to take videos, photos, registrations and to consign their image through third parties and with any tools, video, photo and television and the activity related to the call. They grant it to the Istituto Marangoni S.r.l. the right to use the said "material" in the context of the publishing products directed by the Istituto Marangoni S.r.l. and in the context of the institutional website and social networks.

