

# emerging designers competition – the brief



## a bit about us

We set up sofa.com with a very simple aim: to offer the best value, high-quality, beautiful and comfy sofas in the UK. Since 2006, we've sold nearly 40,000 sofas, and we now do armchairs, footstools and even beds.

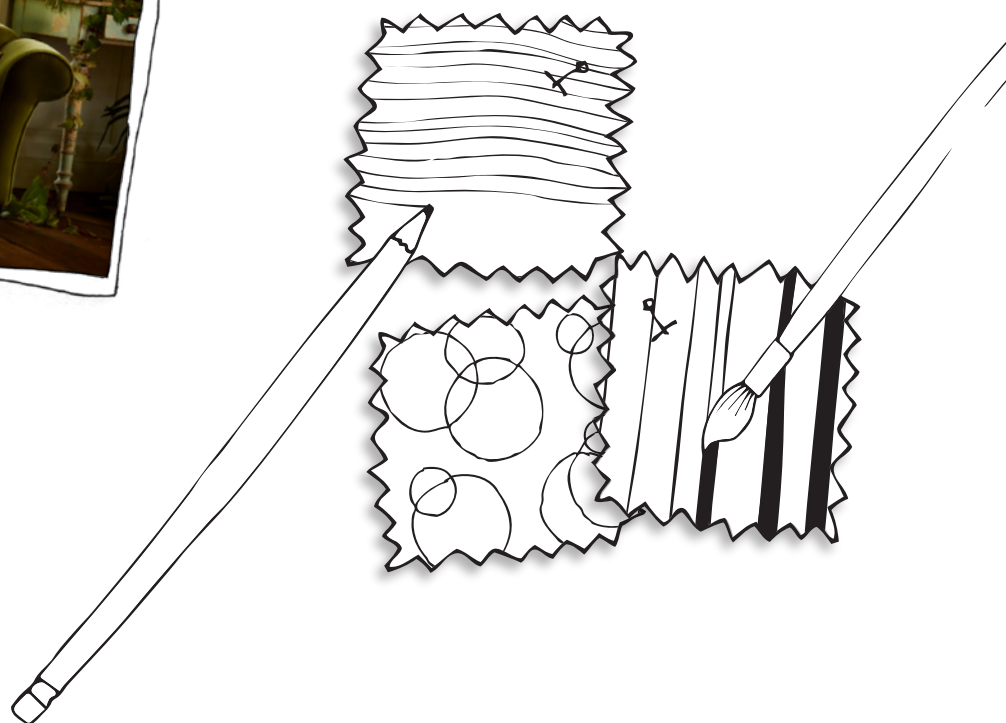
We take our fabrics very seriously: we have over 75 house fabrics, all 100% natural and woven in some of the best mills in Italy and Belgium. We also have a host of designer fabrics, including Ralph Lauren, Romo, Mark Alexander, Designers Guild, and Manuel Canovas. Soon you could be joining the list!

## the creative challenge

We'd like you to create a brand new print design for an upholstery fabric to join our range of exclusive designer fabrics.

We're looking for a design that our customers will find striking and innovative, but not intimidating or bewildering; something that they'll be bowled over by but that they can also imagine in their home. So in a nutshell we're looking for a fabric that is incredibly commercial! The winning design has the potential to become one of our most popular patterned fabrics.

We also have a stunning new showroom on 5th Avenue, New York, so your winning fabric print will be available to our good friends across the pond, too.



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## creative considerations

1. We've carefully chosen six items from our range for you to project your fabric design on to. To do this you can use fancy computer software, good old-fashioned colouring in, or even scissors and glue. Please choose just one item and download a 'render' (cut out product image) from the competition page of our website. This will help us visualise what your fabric design will look like once upholstered.



2. Your design can be a manual or digital print, but it does have to be a print (rather than jacquard or embroidered) so that we can apply it to one of our house fabrics.
3. You can design up to three colourways for your fabric print. This won't boost your chances of winning, it'll just give us more to play with when it comes to putting it into production.
4. **Please bear in mind the scale and placement of your design: only a handful of our sofas can handle a large repeat. Make sure your pattern repeat is appropriate for upholstery.**



## target audience

Typically, our customers are aged 25 to 45, female, and have an interest in interior design. Having said that, we do have customers of all ages and interests. What we want to do is offer them a winning combination of a super-stylish sofa with a devastatingly handsome fabric and encourage them to be brave in their decoration choices.

## the judges

- Rohan Blacker - Founder, sofa.com
- Ellie Tennant - Interiors journalist and stylist
- Trish Lorenz - Design Columnist, the Independent
- Sue Prichard - Curator of Contemporary Textiles at the Victoria & Albert Museum

## the prizes

Here's what you're competing for:

### 1st prize

- > £3,000 cash.
- > Professional lifestyle photography of your winning fabric upholstered on a sofa.com product or products, worth over £5,000.
- > Winning fabric design to go into production as a sofa.com exclusive designer material.
- > The chance to boost your profile through on- and off-line PR and media work using our specialist PR agency.

### runners-up

- > Two prizes of £1,000 cash.
- > The chance to boost your profile through on- and off-line PR and media work using our specialist PR agency.

### people's vote

- > £1,000 to spend at sofa.com for the People's Vote winner.
- > Everyone who votes will have their name put into a hat to win one of 50 comfy kits, which include handmade sheepskin-lined slippers, chocolate, and cherry brandy.

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## submission

- Closing date for entries is midnight on 31st December 2013.
- Entry is via the sofa.com website only: [www.sofa.com/emerging-designers](http://www.sofa.com/emerging-designers)
- You must submit all of the following:
  - > An image, scan or mock-up of the final fabric print design.
  - > Up to five mood boards showing the key influences that took you from original idea to final design.

This might include fabric samples, photography, written explanation and any production methods and requirements for the design. Shortlisted mood boards will be displayed on the sofa.com website (so make sure it looks neat, clear and, if you're photographing a hard copy version of your design and mood board, take a good snap.
  - > A self-made 'render' (cut out product image) of the fabric print on a sofa.com item. (To download one of six available renders, go to [www.sofa.com/emerging-designers](http://www.sofa.com/emerging-designers))
  - > A headshot (clear, un-blurry – and smiley!)
  - > Entries must be supplied electronically in JPEG format (maximum file size 5 MB per image). This can be either photographic or electronic versions of your design and mood board(s).

## shortlisted entrants

We'll post all shortlisted entries on a dedicated page of the sofa.com website, where visitors to the site (around 200,000 a month) can view your profile and entry.

The shortlist will be put to a panel of discerning industry judges, who will then decide on one overall winner and two runners-up. There will also be a People's Vote, which you can invite your friends and followers to take part in by voting on our website and social media channels.

## timings

### September 2013

Official launch of sofa.com Emerging Designers Competition.

### 31st December 2013

Final deadline for submission of entries; competition closes.

### 27th January 2014

Shortlisted entries go live on the sofa.com website.

### 3rd March 2014

Finalists announced on the website.

### 10th March 2014

People's vote winner officially announced.

### 17th March 2014

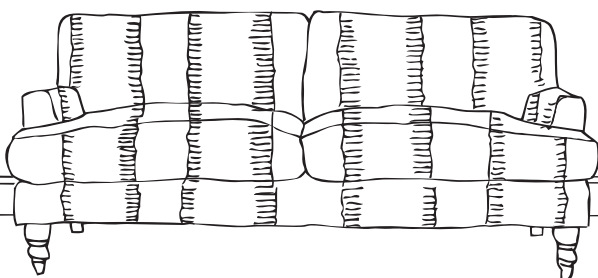
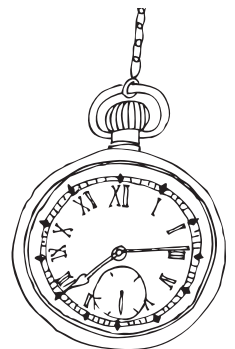
People's Vote winner announced.

### March/April 2014

Finalists fabrics to go into production and be upholstered on sofa.com items.

### May 2014

Professional photoshoot. Winner announced publicly to the media.



work your creative  
magic to design a new  
fabric and win £3,000

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