

STREET-STYLE PHOTO COMPETITION

FOR BERLIN FASHION WEEK FEBRUARY 2024

BERLIN
FASHION
WEEK

Falls du die deutsche Version der Wettbewerbsbeschreibung und/oder Formularstruktur benötigst, wende dich bitte an bfw@fashion-council-germany.org

Take advantage of the unique opportunity to start your visual journey by participating in our **Street-Style Photography Competition**, honoring the vibrant spirit of the next Berlin Fashion Week in February 2024 - The movement of freedom, inclusion, and creativity.

Check out our official BFW show schedule and capture the city's pulse as you head to the iconic show locations in its diverse neighborhoods. We are looking for unique street-style photos infused with your individual touch. Unleash your creativity and showcase your perspective through the lens!

The winning contestant with the most exceptional photographs will work with us as an „official photographer“ for the next edition of Berlin Fashion Week in July 2024*. This entails not only publishing your work on the official BFW channels and potential press features but also includes compensation for your effort. On top of that, you will be included in the FCG photo database, with the prospect of engagement in future projects with the Fashion Council Germany.

Join the competition and capture the soul of Berlin's fashion scene, giving you the chance to define the visual language of the next Fashion Week.

TIME FRAME

05.02.2024 Opening registration and submission

13.02.2024 Submission deadline followed by jury voting

20.02.2024 Announcement of the winner

PARTICIPATION REQUIREMENTS

The participant must be

- An aspiring photographer (student, graduate, young professional) in the field of fashion/street-style photography
- Available and located in Berlin during the period of the competition
- Available and located in Berlin for the next BFW, which takes place from 01.-04. July 2024
- Able to invoice their services during the next BFW in the case of winning

*Can only be fulfilled if FCG is re-commissioned by the Berlin Senate Department for Economic Affairs, Energy and Public Enterprises for the next edition of BFW in July 2024

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IMAGES TO BE SUBMITTED

- Participants must submit a **series of 5 photos** that include the following images in any case: One “**Close Up Beauty**” Shot, one “**Paparazzi**” Shot, and one “**Frontal Full Outfit**” Shot
- Submission must include the **individual photos**, as well as the **photos combined** in one PDF file

DOWNLOAD EXAMPLE [here](#)

Close Up Beauty



© Ben Mönks

Frontal Full Outfit



© Ben Mönks

Paparazzi



© Caroline Kynast

SELECTION CRITERIA

The photo series must

- Represent and reflect the local fashion culture of Berlin and Berlin Fashion Week
- Acknowledge and appreciate diversity in terms of gender, ethnicity, age, body type and fashion preferences
- Highlight the originality and creative elements in BFW street-style, as well as represent individual interpretations of fashion
- Be visually appealing and shareable on social media platforms

REGISTERE [here](#) FOR THE COMPETITION

Registration opens on 05.02.2024

Submission deadline: 13.02.2024, 11:59 PM