

desall



**FRANKLIN
MARSHALL**

GOES GEEK

Franklin & Marshall goes Geek - Product Design phase

Summary

Desall and Franklin&Marshall present "Franklin&Marshall goes Geek", an international co-creation contest. Its aim is developing a new product or accessory that introduces the distinctive, college style of the brand F&M to the "geek" world.

Description

Franklin&Marshall is an Italian brand from Verona that create fashion items and accessories, combining the quality "Made in Italy" with the American spirit, romantically linked to the past. At the heart of the brand origin there is the passion for the "varsity world" of the Anglo-Saxon colleges, but over the years F&M has interpreted a veritable lifestyle, oriented to innovation, sport, culture and music.

F&M has always paid attention to the new trends, but it has never forgotten where it started. That's why the company wants to launch an open challenge to creative talents and fashion designers: developing new products linked to the "geek" world and new technologies, keeping faithful to F&M style.

Guidelines

In this phase participants are invited to design accessories or cases for hi-tech devices or in alternative to present a fashion reinterpretation of hi-tech products, taking into account the following guidelines:

- Design an accessory for tech devices (for example a mobile cover, a case for laptop, tablet and smart-phone, etc.) using sweatshirt fabric, iconic material of F&M, and the graphics, fonts and logos that characterize the brand;
- In alternative reinterpret a hi-tech product (for example headphones, speaker, digital watch, etc.) including the sweatshirt fabric and expressing F&M style;
- Projects assessment criteria: innovation, originality, feasibility, consistency with brief and brand.

The company

It's Gross Domestic Wellbeing that leads the way F&M does business. Quality gives value to our work and this is what we want to transfer through our products. Quality means for us also responsibility towards the places where production is set up and towards the people who live there, supporting sports and educational projects. Sport and knowledge are the keys to guarantee to individuals psychophysical wellness, freedom of thought and the awareness of living in a world that gives inalienable rights and impose duties.

F&M does not tell fashion stories to the customer, but a pure lifestyle, inspired to the wellness that results from social, cultural and ethic relationships. We firmly believe that it is better to be here and observe the world with curious eyes rather than let somebody else tell how it is.

- Franklin&Marshall

Eligibility and submission

Participation is free of charge and is opened to designers and creative talents of any nationality and age. Participants can choose to present one or more projects, but only projects published on the web site www.desall.com via the upload page devoted to the “Franklin&Marshall goes Geek” will be accepted.

Go compete: <http://des.al/FMgoesGeek>

Timeline

Upload phase: 14th March 2013 - 07th May 2013 at 23:59
Community vote: 08th May 2013 - 16th May 2013 at 23:59
Client vote: 17th May 2013 - 22nd May 2013 (approximately)

Awards

1st : **€ 2500,00** “Geek designer”

The selection of the winner by Franklin&Marshall will be the result of an unquestionable evaluation and it will take into account originality, feasibility and consistency with the brief.