

REPLAY

Replay 24h shoe

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#Replay24hshoe

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Summary

REPLAY, historical brand in the denim and casual wear scene, and Desall invite all creative people of the world to design a new 24-hours shoe model for men and women for a non-stop REPLAY experience, night and day.

Official contest page: <http://desall.com/Contest/Replay-24h-shoe/Brief>

Company Description

The REPLAY brand belongs to Fashion Box group born in 1981, an international company among the major leaders in the denim scene for more than 30 years, which creates, promotes and distributes casual wear apparel, accessories and shoes for men, women and children.

Innovative style, Italian design and high-quality products are the cornerstones of the group's philosophy.

The REPLAY name evokes the brand mission, aimed at reinterpreting the apparel of the past in a contemporary way.

What we are looking for

Make the REPLAY philosophy your own, rooted in the denim and casual world, and propose **two new shoe models**, one for **men** and one for **women**, suitable for **every moment of the day and the night**, a **24 hours shoe** that fits every occasion, from a **casual** encounter to a more **fancy** event, a **versatile shoe** thought for metropolitan crowd that never sleeps.

Guidelines

For the correct realisation of your proposals, keep into consideration the following guidelines:

Product typology: REPLAY is looking for two **shoe models**, **one for men** and **one for women**. These might belong to the **same collection** or be **stylistically independent**. In this regard, for the purpose of this contest every model shall be submitted separately and include in the title whether it is for him or for her.

It shall be an **innovative** and **versatile** product, which can adapt to several occasions, while complying with the style indications set out below.

Style: your models shall reflect the REPLAY DNA, faithful to the **heritage** style that reinterprets icons of the past in an **innovative** and **contemporary way**. Your models shall also be suitable for a **non-stop use**, wearable **24/7**, devoted to the **metropolitan** world that never stops, with a **casual and – when necessary – dressy style**, just perfect for every situation.

Shapes: no indications are given with regards to the shapes your models shall have, accordingly you can also experiment with new formal approaches in order to better address the style and fit requirements here mentioned.

Materials: your models shall employ the following materials: **leather, fabric, denim, nylon, mesh, paint, suede, tech materials, fake fur, metallic materials**. The employment of natural fur is not allowed. You can explore **innovative or non-conventional employments of the available materials**.

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Values: while designing your projects, do not lose sight of the philosophy that made REPLAY an unmistakable and landmark brand in the denim and casual wear international scene.

Highlight the **authenticity** values that REPLAY has always interpreted in an **innovative and contemporary way**, building over time a **strong emotional bond** with the customer. A highest instance of how these values have been translated by the brand is visible in the attention to detail reserved for their own stores, in particular in the **multi-experience The Stage store** in Milan (see *Material files*), in Gae Aulenti square.

Target: the target group of your shoes is made up of men and women aged between 25 and 44 years, which live deep inside the metropolitan atmosphere and are always looking for functional products that might follow them in every occasion, without giving up quality and style, two important synonyms of REPLAY.

Target price: the market positioning for the models you suggest will fall in the following price range: 90 – 150 €.

Logo: remember to include the REPLAY logo in your models, experimenting also non-conventional branding solutions. The logo is included in the *Material files* attached.

Deliverables: make individual submissions for the men and for the women models respectively, specifying in the title to which of these categories they belong, in order to facilitate the identification of your projects. Present your shoe model using the **five images available**; you are also invited to submit further materials, for example **renderings or virtual representation images, CAD or 3D files**, to be included in the .ZIP archive that you can attach to your proposals. Don't forget about the abstract and description to give further info about your projects. You can submit as many entries as you like!

Language: since we are an international Community, all texts provided with your uploads (abstract, description, tags, etc.) should be written in English.

Timeline

Upload phase:	03 rd August – 20 th October 2015 (1.59 PM UTC)
Community Vote:	20 th October – 27 th October 2015 (1.59 PM UTC)
Client Vote:	from 27 th October 2015

Eligibility and submission

Participation is free of charge and open to designers and creative talents of any nationality aged 18 years or older. Participants can present one or more projects, but only the projects published on the www.desall.com web site, via the upload page related to “Replay 24h shoe” will be accepted.

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Award

1°: €1500 – women shoe model

2°: €1500 – men shoe model

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

License fee

For the duration of the option right, the Client offers an extra chance to all participants setting a price of Euro 1,000 (one-thousand) for the purchase of the license for the economical exploitation of the projects not-acknowledged as the winning proposals.

For more info, please login and read the [Contest Agreement](#) from the upload page.