

STREET-STYLE PHOTOGRAPHY COMPETITION

FOR BERLIN FASHION WEEK JULY 2024

BERLIN
FASHION
WEEK

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

Jumpstart your photography career by participating in our **Streetstyle Photography Competition**. This exciting opportunity invites aspiring photographers from Berlin – including students, graduates, and young professionals – to showcase their talent, with the chance to have their work published and become an official photographer for the next Berlin Fashion Week.

Participants are invited to submit five captivating photos across different categories, which will be carefully evaluated by our expert jury (to be announced). We encourage submissions that capture the essence of the vibrant moments unfolding on the streets outside the show venues during Berlin Fashion Week. Through our official **Berlin Fashion Week Schedule**, participants can easily locate the venues hosting different shows.

Unleash your creativity and showcase your perspective through the lens!

There will be an official publication of the winning photo series in a renowned online magazine. Furthermore, the winner will be hired as an official photographer for the next edition of Berlin Fashion Week. This entails not only publishing your work on the official BFW channels and potential press features but also includes compensation for your effort.

Additionally, 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 essence of Berlin's fashion scene, giving you the chance to define the visual language of the next Fashion Week.

TIME FRAME

July 1st 2024	Submission Open
July 7th 2024	Submission Deadline
July 2024	Announcement of the winner

PARTICIPATION REQUIREMENTS

The participant must

- Be available and located in Berlin during the period of the competition
- Be available and located in Berlin for the next BFW, which takes place from 01.-04. July 2024
- Be able to invoice their services during the next BFW in the case of winning
- Be an aspiring photographer (student, graduate, young professional) in the field of fashion/Street-Style photography

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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



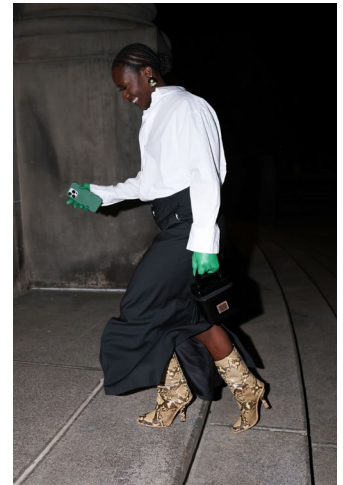
© Ben Mönks

Frontal Full Outfit



© Caroline Kynast

Paparazzi



© Jeremy Moeller

SELECTION CRITERIA

The photo series should

- 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

SUBMIT YOUR PHOTOS [HERE](#)

Submissions open: July 1st 2024

Submissions deadline: July 7th 2024, 11:59 PM