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PRESS RELEASE - 6 / DECEMBER / 2016

YKK Sponsors the 2017 Project 20/20... And Beyond Young Design Award

YKK

Little Parts. Big Difference.®

YKK Europe Limited is proud to announce its new partnership with Project 20/20...And Beyond Young Design Awards. The expertise of the YKK team has a long history supporting emerging fashion talent through unique designer collaborations. The best young designer will receive the YKK Award. The PCA is one of the most important competitions for young designers in UK and will take place in London, 21st June 2017. The competition is open to all fashion schools from all over UK.

The competition, challenges UK fashion design students to create a range of clothing for the year 3000 in one of the three categories - Corporatewear, Workwear or PPE. Students will focus on different designs, innovative uses of fabric and their creative flair. The Awards honor the students' creativity with industry recognition as well as cash prizes, and a special YKK Award which will be presented for the best futuristic, forward-thinking design.

'YKK are really excited to be sponsoring Project 20/20' - says Hitoshi Yamaguchi, General Marketing Manager for YKK Europe. 'It is exciting to work with young designers and to create new usage of fastening products with them by YKK's product offering. The YKK award will be presented to the best designer, someone that can incorporate our products that includes both technology and designs.'

The challenge this year is for designers to come up with fresh, vibrant designs which inject creative flair, futuristic functionality and trend-setting potential for the target market. Using fabrics and fasteners incorporating the latest technology such as; anti-static functions, moisture management technology, crease resistant, stretch, coatings and technical integration, the designs must be for both men and women with explanations for fabric choice, incorporated technology and overall design.

YKK, in addition to sponsoring the awards, will also offer the YKK Award of a £1,000.00 cash prize. To be considered for the YKK Award, as well as integrating the latest technology with creative designs, students will be required to submit an idea incorporating at least one of YKK's fastenings.

Winners will be announced on Wednesday 21st June 2017 at The Professional Clothing Awards held at The Intercontinental – O2 London, which will take place during the Safety & Health Expo in London, UK

The annual UK Professional Clothing Awards celebrate achievements in the world of professional clothing and invites new designers into the fold. "The Professional Clothing Awards serve as a host for fresh perspectives, a vital component to the future of our industry," says Yvette Ashby, Managing Director of The Professional Clothing Awards. "We are delighted to have a worldwide recognised company, such as YKK, sponsoring Project 20/20...And Beyond, who can help educate young designers about our industry. We are thrilled to have the support of YKK in this competition, and we are excited they will be joining us on our tour of UK Universities and Colleges."

Registration is open now and will close on 17th February 2017. Applications can be submitted at: <http://www.professionalclothingawards.com/Submit-Your-Application/>

To take a glimpse at the new generation of designers, or to submit an application, please visit the Project 20/20...And Beyond portal through, <http://www.professionalclothingawards.com>.

For more information about the competition and YKK, please contact Lynn Whittingham from Product Innovation Team l_whittingham@yккеurope.com or Anna Stefaniak from Corporate Communications department: anna_stefaniak@yккеurope.com

Note to Editors

Founded in 1934 by Tadao Yoshida in Japan, YKK stands for Yoshida Kogyo Kabushikikaisha. Today, YKK is synonymous with innovation and technology and can be seen on many of the world's leading fashion and accessory products. The company develops and produces a range of fastening solutions, including zippers, hook-and-loop fasteners, fabric tapes and plastic products, snaps and buttons for all fashion applications and leather goods, technical garments, furnishings, trims for the automotive sector and more. Its' state of the art technology and unrivaled reputation has made YKK a market leader for fastening productions and accessories across the world.