

**Official Rules**  
**of**  
**the First Edition of Global “AI + Fashion” Innovation Application**  
**Competition in Shenzhen**

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**Article 1: Purpose and Theme of the Competition**

The First Edition of Global “AI + Fashion” Innovation Application Competition in Shenzhen (hereinafter referred to as the “Competition”) was officially inaugurated on 5 December 2025 in Shenzhen, in the presence of representatives of relevant government departments, industry associations, and guests from the fashion and technology sectors both within China and abroad.

The Competition is jointly organized by the Culture, Radio, Television, Tourism and Sports Bureau of Futian District, Shenzhen, China Fashion Association, the Bay Area Sustainable Fashion Alliance in Shenzhen, Shenzhen Fumei Space Innovation Development Co., Ltd.; and the China Good Fashion Design. It aims to harness global expertise and promote the comprehensive application of artificial intelligence (AI) technologies across the fashion industry value chain.

In collaboration with leading organizations from China, France, Italy, the United Kingdom, Belgium and other countries, the Competition seeks to identify versatile talents worldwide with combined expertise in fashion and AI—covering AI applications in design, content generation, virtual presentation and marketing—so as to foster sustained industry innovation. The Competition will also select outstanding use cases to develop replicable and itinerant "AI + Fashion" exhibition content, and further build an open and collaborative AI fashion ecosystem platform and a cluster of enterprises and teams.

**Article 2: Participants**

The Competition is open to designers, technology developers, university teams, enterprises and individual practitioners worldwide.

Participants may apply as individuals, teams or enterprises. Each team shall have 2 and 5 members.

Participation is free of charge. The Competition runs from February to July 2026. Starting in August 2026, post-competition follow-up activities may be organized as needed to track outcomes and support longer-term ecosystem development.

### **Article 3: Participation Modalities**

The Competition consists of two parallel tracks:

- Creative Design Track: focusing on the application of AI across the fashion design process, with the finals presented as an offline runway show.
- Innovative Solutions Track: focusing on the application of AI in real-world fashion industry scenarios, with the finals presented as an onsite pitch (presentation + Q&A).

#### Submission and Official Communication (Email-Based for Overseas Participants)

Overseas participants shall submit a complete application package by uploading a compressed file to any cloud drive and emailing the download link to: [registration@szbafc.com](mailto:registration@szbafc.com). For enquiries, please contact: [aifashion@szbafc.com](mailto:aifashion@szbafc.com). For appeals or objections, please contact: [appeal@szbafc.com](mailto:appeal@szbafc.com). A submission confirmation email will be sent; participants shall retain it as proof of submission. Participants may resubmit materials before the deadline; the last successfully received version prior to the deadline shall prevail.

Project selection proceeds in two rounds:

- Preliminary Evaluation: anonymous review by the panel of judges, selecting the top 20 entries from each track, totaling 40 shortlisted submissions.
- Final Evaluation: onsite evaluation with open scoring to determine the final results.

To ensure fairness and procedural compliance, an independent supervision mechanism may be established. Notarisation support will be provided by a qualified notary office in Shenzhen.

## **Article 4: Themes and Submission Requirements for the 2026 Competition**

Creative Design Track — Themes:

1. Future Fashion and Modes of Expression
2. Human–Nature Symbiosis
3. Fluid Identities

Preliminary Stage Submission Requirements

The preliminary stage focuses on creative expression and AI application. Participants shall submit:

- Design sketches (JPG/PNG,  $\geq 300$ dpi): AI-assisted designs or visual renderings of 4 outfits.
- Design concept statement (PDF, 800–1500 words): inspiration, narrative, and the role of AI in the design process.
- AI application description (PDF, 1000–1500 words): the role of AI, tools/models, prompt design and iteration process (if generative AI is used), and screenshots if applicable.

Physical garment production is not required at the preliminary stage.

Final Stage Submission Requirements

Shortlisted teams shall complete their final deliverables during the outcome deepening phase and present them onsite:

- 4 physical garments;
- AI-generated marketing video (1–3 minutes, MP4,  $\geq 1080P$ );
- AI-generated runway music (3–5 minutes, MP3);
- Onsite presentation by the designer.

Innovative Solutions Track — Themes:

1. Design: generate editable design files from inspirational inputs.
2. Marketing: generate editable marketing advertisements (music and visuals) from product images and scene descriptions.
3. Space: generate previewable virtual display space solutions from product images.
4. Products: integrate AI with fashion lifestyle to create smart products—eyewear, footwear, accessories, bags, and more.

## Preliminary Stage Submission Requirements

Participants shall submit a business plan (PDF, 15–25 pages), including: project introduction, competitive advantages, AI feasibility analysis, AI maturity (Technology Readiness Level - TRL), team member backgrounds (anonymous, with roles only), business model, and financial projections.

## Final Stage Submission Requirements

Shortlisted teams shall submit a refined proposal (PDF, 25–35 pages) and deliver an onsite pitch (5-minute presentation + 5-minute Q&A), clearly demonstrating how AI is applied in real-world business scenarios and the effectiveness of the solutions.

## **Outcome Deepening Rules (Supplement to Article 4)**

The outcome deepening phase (April–July 2026) is open only to teams shortlisted for the finals. The preliminary-stage submission shall serve as the baseline.

Core principle: “preserve the core, optimize the details, enhance applicability.” The core concept and AI application framework from the preliminary stage shall not be substantially altered; only optimization and refinement are permitted.

Permitted adjustments (examples):

- For design works: to improve render quality, refine patterns/fabrics, enhance AI rendering precision, add dynamic displays.
- For solution works: to refine technical parameters, improve business plans, add application scenarios, iterate AI model outputs.
- For supporting materials: to supplement creative statements, technical documents, qualifications, and display assets.

Prohibited adjustments:

- Changing the core concept, thematic direction or application scenario;
- Changing the competition track or the core AI technical pathway;

- Replacing the participating entity; changes to core team members must be reported in advance.

Quantitative limit: overall changes shall not exceed 30%, and the core concept and AI application framework shall remain unchanged.

Verification rules: the jury will verify consistency across three elements: core concept, AI application logic, and track eligibility. Any inconsistency may be deemed invalid deepening and may result in disqualification.

### **Article 5: Competition Schedule and Awards Ceremony**

The Competition schedule is as follows:

- Launch: 5 December 2025
- Submission Deadline: 22 April 2026, 23:59 (Beijing Time, UTC+8); overseas participants shall submit via email to [registration@szbafc.com](mailto:registration@szbafc.com)
- Preliminary Evaluation: Mid-April 2026
- Announcement of Shortlisted Entries: Late April 2026 (approximately 5 days)
- Outcome Deepening Phase for Shortlisted Teams: April–July 2026
- Finals and Awards Ceremony: 16–17 July 2026, in Futian District, Shenzhen (venue to be announced)
- Outstanding Works Exhibition and Industry Exchange: To be held during the finals

In the event of any adjustment to the schedule, the final notice published on the official website shall prevail.

### **Article 6: Determination of Winners**

The jury shall score submissions according to unified judging criteria.

Preliminary Evaluation Dimensions

- Creative Design Track: theme interpretation, creativity, AI integration, commercial viability, and sustainability.
- Innovative Solutions Track: problem diagnosis and solution accuracy, commercial viability, feasibility, and innovation.

#### Final Evaluation Dimensions

- Creative Design Track: theme interpretation, AI mindset and integration, commercial potential, overall presentation and designer explanation.
- Innovative Solutions Track: problem diagnosis and solution accuracy, AI innovation and feasibility, commercial implementation and investment potential; team execution, and pitch performance.

In the event of a tie, the jury shall deliberate to determine the winners. The decisions of the jury shall be final.

### **Article 7: Prizes and Awards**

#### Travel, Accommodation, Subsidies and Tax

- For finalists attending the finals in Shenzhen, the Organizing Committee will subsidise round-trip travel and provide two nights of comfortable hotel accommodation for up to two representatives per team. Domestic travel subsidies are based on the standard of hard sleeper or second-class high-speed rail; international travel subsidies are based on economy class airfare. Meals and other personal expenses during the finals shall be borne by the participants themselves.
- All cash prizes are pre-tax amounts. The Organizing Committee will withhold and pay the applicable taxes in accordance with the law. Prizes will be remitted to the bank account designated by the winners after the Competition.

#### Creative Design Track — Awards

- 1 Gold Spoonbill Award: Showcasing opportunity on an international fashion week official schedule platform + RMB 100,000 (pre-tax) + SuperELLE feature + Core zone of the achievements exhibition + Gold Spoonbill trophy + Certificate.

- 2 Silver Spoonbill Awards: Static display opportunity on an international fashion week official schedule platform + RMB 50,000 (pre-tax) + SuperELLE feature + Standard zone of the achievements exhibition + Silver Spoonbill trophy + Certificate.
- 3 Bronze Spoonbill Awards: RMB 10,000 (pre-tax) + SuperELLE feature + Standard zone of the achievements exhibition + Bronze Spoonbill trophy + Certificate.
- 4 Excellence Awards: Certificate + DJI OSMO (product model to be specified by the Organizing Committee).
- 10 Finalist Awards: Certificate + HONOR smartwatch (product model to be specified by the Organizing Committee).

#### Innovative Solutions Track — Awards

- 1 Gold Spoonbill Award: Collaboration order opportunity with leading fashion enterprises + One-on-one matching with angel investment institutions + Volcengine accelerator service package valued at RMB 50,000 + Recommendation for admission to the Volcengine accelerator + Pitch session at a closed-door meeting with leading entrepreneurs + Core zone of the achievements exhibition + Order cooperation recommendation from the Bay Area Sustainable Fashion Alliance + Gold Spoonbill trophy + Certificate.
- 2 Silver Spoonbill Awards: Collaboration order opportunity with leading fashion enterprises + Matching with angel investment institutions + Volcengine accelerator service package valued at RMB 50,000 + Pitch session at a closed-door meeting with leading entrepreneurs + Standard zone of the achievements exhibition + Order cooperation recommendation from the Bay Area Sustainable Fashion Alliance + Silver Spoonbill trophy + Certificate.
- 3 Bronze Spoonbill Awards: Matching with angel investment institutions + Volcengine accelerator service package valued at RMB 50,000 + Standard zone of the achievements exhibition + Order cooperation recommendation from the Bay Area Sustainable Fashion Alliance+ Bronze Spoonbill trophy + Certificate.
- 4 Excellence Awards: Certificate + Matching with investment institutions.
- 10 Finalist Awards: Certificate + Matching with investment institutions.

Note: The final interpretation of Volcengine-related benefits rests with the Volcengine accelerator.

#### **Article 8: Acceptance of the Rules**

Participation in the Competition constitutes the participant's full and unconditional acceptance of these Official Rules and their effects and acknowledgment of the complete Competition information published through official channels.

### **Article 9: Intellectual Property Rights**

Participants retain full intellectual property rights (including copyrights and patent rights, where applicable) in their submissions.

The Competition organizers and their affiliated entities are granted a limited, non-exclusive, royalty-free licence to use submissions solely for Competition-related publicity, promotion, exhibition, and compilation for non-commercial purposes.

Competition sponsors and partners may use submissions only for the purpose of promoting the Competition itself.

For award-winning submissions with commercial potential, the organizers and designated investment institutions shall have a priority right to negotiate cooperation, with specific terms to be mutually agreed upon through equal consultation.

### **Article 10: Amendments to the Rules**

The organizers reserve the right to amend these Official Rules to comply with applicable laws or regulations. Any amendments shall be incorporated into these Rules and published through official channels. The organizers will notify participants of any such amendments as soon as possible.

### **Article 11: Personal Data Protection**

Participants have the right to access and correct the personal information submitted for the purpose of participating in the Competition (including, where applicable, rights under the GDPR). Participant contact information will be used solely for competition management purposes (including submission confirmation and award notification) and will not be disclosed or transferred to third parties except as required by laws and regulations.

To inquire about, correct, or delete personal information, participants may contact the Organizing Committee via the following email addresses:

- For inquiries and personal information requests: [aifashion@szbafc.com](mailto:aifashion@szbafc.com)
- For appeals/objections: [appeal@szbafc.com](mailto:appeal@szbafc.com)
- For submission-related matters: [registration@szbafc.com](mailto:registration@szbafc.com)

Official Competition Website (Chinese): [szbafc.com](http://szbafc.com)

Official Competition Website (English): [en.szbafc.com](http://en.szbafc.com)