



PIERRE CARDIN **YOUNG DESIGNERS AWARD** **SOUTH AFRICA 2026**



ABOUT THE CONTEST

Launched in 2022, the **Pierre Cardin Young Designers Award** is an international contest created for fashion students. The contest seeks the next generation of emerging design talent from around the world and offers an opportunity for students to hone their craft within the design studio of Maison Pierre Cardin under the direction of house president Rodrigo Cardin.

The Pierre Cardin Young Designers Award has already hosted past editions in a number of major cities around the world including Mexico City, New York, Rio de Janeiro, Sao Paulo, Shanghai, Guangzhou, Beijing, Tel Aviv, Taipei, Seoul and Paris ... establishing a direct relationship with design students to encourage their participation. For its **edition number 16**, the contest will focus on **South Africa**.

Applications are open from June 1st to September 15th, 2026.

A pre-selection process will be conducted based on the submitted applications, and **20 to 30 students** will be invited to participate in a **workshop**, organized on **October 20th in Johannesburg**, in the presence of the Artistic Director and the designers from Pierre Cardin Paris.

Pierre Cardin will cover **transportation** between the student's city of residence and Johannesburg, as well as **three nights** (19, 20 and 21 of October) **of hotel accommodation** for the students selected for the workshop. Students living in Johannesburg will be responsible for their own accommodation and transportation expenses.

On October 21st, 2026, during a grand evening runway show featuring the latest Pierre Cardin Paris collections, the jury of the Pierre Cardin Young Designers Award will select **1 final winner** and he/she will be invited to enjoy a **3-month internship** at the Pierre Cardin studio in Paris to develop their skills alongside the design team.

The contest winner will receive a **round-trip flight ticket between South Africa and Paris**, as well as **accommodation**, a **meal stipend**, and an **internship salary of €1,000 per month**.

The winner must be able to obtain a passport and visa at their own expense. If he/she is unable to provide these mandatory travel documents, Pierre Cardin Paris cannot be held responsible.

TIMELINE EDITION SOUTH AFRICA

OPENING APPLICATIONS: June 1st 2026

DEADLINE TO APPLY: September 15th 2026

WORKSHOP SESSION: October 20th (Johannesburg – Place TBC)

FINAL EVENT AND SHOW: October 21st (Johannesburg – Place TBC)

JURY

- M. Rodrigo BASILICATI CARDIN - CEO & Artistic Director
- M. Kimiyoshi MIURA - designer, Maison Cardin
- M. Gian-Paolo GIANNOTTI - designer, Maison Cardin

GENERAL CONDITIONS TO PARTICIPATE

This competition is aimed at final year or post graduate students enrolled in fashion schools in South Africa aged 18 and over.

The deadline for submitting an application is September 15th, 2026.

Beyond this deadline, no application will be considered.



Students may submit a menswear, womenswear, or children's wear sketch (3 drawings maximum). They should familiarize and inspire themselves with the futurist vision of Pierre Cardin as well as his use of geometric forms and propose innovative textiles and production methods, while bringing their own unique design perspective to their sketches.

> The following elements will be considered when selecting students for the workshop:

- Creativity and originality
- Sketching skills
- Understanding of the Pierre Cardin brand identity
- Coherence with, and reinterpretation of the design codes of Maison Cardin
- Production techniques: Textiles and materials
- Proposition of a sustainable approach to design and production
- Portfolio design that elaborates on the creative concept

Students must also be prepared to define different sustainable and innovative production methods which seek to improve ecological and social conditions in the fashion industry and consider all aspects of presenting their work to the jury.

> Pierre Cardin Award is authorized to:

- Extend the deadline for the registration period or the submission of digital files.
- Change the date, location, and manner in which the winners will be announced.
- Modify the categories, rename them, merge them, or eliminate them.

All competition communication will be conducted in English.

CANDIDATURE SUBMISSION PROCEDURE

Registration for the PCYDA South Africa competition must be done by email to the following address: contest@pierrecardin.com **before September 15th, 2026**

Be sure to include the subject: **PCYDA South Africa 2026**

It is important to insert all the requested elements:

- Completed and signed registration form (see below)
- Sketches (pdf file, 3 sheets maximum)
- School certificate (current year)
- Student photo

This information and documents will be used solely by the members of the jury to select the candidates invited to a workshop and may be used in communication concerning the winner at the end of the competition.

By submitting your application you authorize us to keep your data (surname, first name, email address, portfolio, school certificate and all media related to your participation) for a period of one year following the date of deposit. The winner will have his/her photo published in the "Past editions" section of our websites cardinworld.com and pierrecardin-award.com.

The data transmitted is under no circumstances used for commercial purposes.

> More information, visit: <https://www.pierrecardin-award.com>

> For any question please contact: contest@pierrecardin.com

REGISTRATION FORM

Each student must complete, sign and send this completed REGISTRATION FORM by email to: contest@pierrecardin.com NO LATER THAN **SEPTEMBER 15th, 2026** along with garment or accessory sketches (between one and three) for a man, woman or child.

Please note: the application must be sent in full and in a single email.

The email subject must be: **PCYDA South Africa 2026**

Any incomplete application will not be processed.

STUDENT INFORMATION

Country :

Name:

Surname:

Home address:

Email address:

Whatsapp number:

Institution name:

Institution address:

Lecturer's Name and email address:

I authorize Pierre Cardin Paris to publish my name and institution as a participant of this contest on the websites : cardinworld.com and pierrecardin-award.com.

Date

Signature