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PCYDA EUROPE 2025

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, Houston, Dallas, Atlanta, New York, Rio de Janeiro, Sao Paulo, Shanghai, Guangzhou, Beijing, Tel Aviv, Taipei and Seoul, with the goal of establishing a relationship with design students and encourage their participation.

For its **tenth edition**, the contest will welcome design students from across **Europe**. A pre-selection of students will be chosen during a collective design **workshop on May 17th and 18th** in Paris from which **12 finalists** will be picked to attend the penultimate fashion show in **Athens in September 2025**.

The jury of the Pierre Cardin Young Designers Award will select **3 final winners** who will each receive a **3-month internship in the Pierre Cardin studio** in Paris to develop their skills alongside the design team. Winners will also receive **housing** and a **meal stipend**, as well as an **intern salary of 1000€ / month**.

- M. Rodrigo Basilicati Cardin - CEO & Artistic Director
- M. Kimiyoshi MIURA - designer, Maison Cardin
- M. Gian-Paolo GIANNOTTI - designer, Maison Cardin
- M. Richard Raczynski - designer, Maison Cardin

GENERAL CONDITIONS TO PARTICIPATE

This competition is aimed at students enrolled in fashion schools in Europe aged 18 and over.

The deadline for submitting an application is **April 7, 2025**. Beyond this deadline, no application will be considered. The 60 selected students will be contacted on **April 11, 2025** to confirm their participation in the workshop which will be held in Paris on **May 17 and 18, 2025** at Maison Pierre Cardin (59, rue du Faubourg Saint-Honoré 75008).

Students can select between submitting a menswear, womenswear, or children's wear sketch (3 sheets maximum). They must consider the futurist vision of Pierre Cardin as well as his use of geometric forms and propose innovative textiles and production methods, all while bringing their own unique design perspective.

The following elements will be considered when selecting finalists:

- 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

At any point during the competition, students may have to wear and model their own garment. Alongside their professors, 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.
- LANGUAGES: All competition communication will be conducted in two languages, French and English.

CANDIDATURE SUBMISSION PROCEDURE

Registration for the PCYDA EUROPE competition can be done via two channels:

- Directly on our website <https://www.pierrecardin-award.com> by filling out the form.
- By email to the following address: contest@pierrecardin.com

It is important to insert all the requested elements :

- **School certificate (current year)**
- **Sketches (pdf file, 3 sheets maximum)**
- **Student photo**
- **Portfolio (pdf file)**

This information and documents will be used by the members of the jury to select the 60 candidates who will be invited to the workshop in Paris and could be used in the communication concerning the winners at the end of the competition.

By submitting your application on the website [pierrecardin-award.com](https://www.pierrecardin-award.com) you authorize us to keep your data (surname, first name, email address, portfolio, school certificate and all media related to your participation) within a period of one year following the date of deposit. The winners will have their photo published in the “Past editions” section of our websites [cardinworld.com](https://www.pierrecardin-award.com) and [pierrecardin-award.com](https://www.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