



FASHANNE 2023: AWARDS CRITERIA

“HIGH STREET MENSWEAR AWARD”

Sponsor – NEXT

Judge – Jonathan Pedley, Senior Menswear Designer

An outstanding High Street Menswear collection. A fully realised project, clear reference points and a strong beginning, middle and end. A strong narrative.

- A focus on commercial creativity, garments and outfits that can be worn day to day in a modern world.
- Emphasis on exceptional branding identity and trim.
- Colour, fabric and silhouette are of the utmost importance.
- Greater design considerations such as sustainability, environment of sale, and who is wearing the product.
- Ability to present and showcase ideas clearly.

