**2027 World of WearableArt™ Competition**

**TERMS AND CONDITIONS**

Last updated: 27 October 2026

## 1. Introduction

1.1 This document sets out the terms and conditions of entry for the World of WearableArt™ Competition held by World of WearableArt™ Limited (**"WOW™"**). Please read these Terms and Conditions carefully as each designer will be required to accept them in full before their entry will be accepted by WOW™.

1.2 WOW™ may determine in its absolute discretion whether a garment complies with the requirements of these Terms and Conditions.

1.3 Failure to comply with any part of these Terms and Conditions (as determined by WOW™ in its absolute discretion) may, at the discretion of WOW™, result in the designer's disqualification from the WOW™ Competition. For the avoidance of doubt, disqualification can occur either prior to or after judging and/or awarding of WOW™ Competition. Clause 12 will apply in respect of disqualified garments.

1.4 WOW™ collects and uses the designer's personal information in accordance with its privacy policy (a copy of which can be found here). By entering the WOW™ Competition, the designer is consenting to the collection, storage and use of their personal information in accordance with such privacy policy. A summary of the uses by WOW™ of personal information it collects from designers is set out at Clause 13.2.

1.5 WOW™ is a peaceful celebration of creativity through the medium of wearable art. WOW™ Management and Board reserve the right to disqualify or withdraw a designer or entry, at any stage of the Competition, that WOW™ determines poses a risk to the Competition, Show or Organisation on a reputational, safety, security or other basis. For the avoidance of doubt, WOW™ may disqualify a designer or entry either prior to or after judging and/or awarding of WOW™ Competition.

1.6 The WOW™ Competition is built on human creativity and originality, therefore;

1.6.1 All aspects and components of the entered garment must be physically real at the time of online entry;

1.6.2 Photographs and videos must depict a real, completed garment modelled on a real human;

1.6.3 All entry images and videos used to portray your garment/s must be real and not be materially enhanced, altered or manipulated by AI, editing software, design tools, or other digital technologies.

## 2. Entry Requirements

2.1 The following provisions set out entry requirements in respect of the WOW™ Competition:

2.1.1 Designers must enter under their own names and not as a collective or a business.

2.1.2 Design teams can consist of no more than three (3) designers (and any reference to 'designer' in these Terms and Conditions will include all members of a design team).

2.1.3 Entrants must be 18 years of age or over as at 26 February 2027.

2.1.4 The designer is the legal owner of the garment.

2.1.5 Each entry:

a) must be an original creation;

b) must comply with the Copyright and Trademark Guidelines (a copy of which can be found **here**), including no conspicuous trademarks, logos or brand names used;

c) must not infringe, or pose a risk of infringing, the intellectual property rights of any third party;

d) must have been completed no more than five (5) years prior to the date of entry; and

e) must comply with the requirements set out in these Terms and Conditions, including the Garment Requirements in Clause 6.

2.1.6 Designers can submit multiple entries.

2.1.7 An entry can be submitted into one (1) competition section only. For example, the same garment entry cannot be entered into both the Avant-garde and Open sections.

2.1.8 An entry can be designed for a maximum of three (3) models to wear.

2.1.9 WOW™ will supply all models for judging and on-stage performances.

2.1.10 An entry previously entered in the WOW™ Competition but not selected as a finalist may be entered again in a subsequent year if altered to refine the concept or improve construction. A resubmitted entry must include a written explanation of the changes made. An entry may not be resubmitted more than once.

2.1.11 An entry that has been shown in another competition prior to entering WOW™ is eligible for entry into the WOW™ Competition.

2.1.12 Designers must not enter the same or substantially similar garment into the WOW™ Competition and another competition within the same competition year.

2.1.13 WOW™ asks that designers do not actively promote their WOW™ garments publicly or publish images or video footage of their entries during the WOW™ Competition process until the day of the WOW™ Awards Ceremony.

2.1.14 All designers agree to accept and abide by the decisions or other rulings made by:

a) the judges in relation to the WOW™ Competition; and/or

b) WOW™ in relation to the WOW™ Competition and/or these Terms and Conditions.

2.1.15 Any such decision or ruling of the judges and/or WOW™ will be final and not be open to challenge by the designer.

2.1.16 WOW™ will produce all choreography, lighting, music and staging for garments in the Show, at WOW™'s discretion. Designers may provide choreography notes, which WOW™ will take into consideration.

## 3. Entry Process

3.1 This Clause 3 sets out the requirements that each designer must comply with when submitting an entry for the WOW™ Competition.

3.2 Entries must be made online at www.worldofwearableart.com by the deadline given at each step of the entry process.

3.3 All steps in the online entry process must be completed as instructed for an entry to be valid.

3.4 All entry information must be submitted mainly in English, with the exception of the entry title and the designer's name(s), which may be provided in English characters but in the designer's chosen language.

3.5 Designers must supply WOW™ with the following documentation as part of the online entry process in the Designer Portal:

3.5.1 Terms and Conditions signed by all members of the design team;

3.5.2 a list of all garment components;

3.5.3 at least ten full-length clear photographic images of the front, back and both sides of the finished garment worn on a model (not mannequin);

3.5.4 a video showing the garment worn by a model, including footage of the model walking both towards and away from the camera;

3.5.5 dressing instructions explaining how the garment should be worn and how to put it on;

3.5.6 garment measurements for the bust, waist, hip, model height, shoe size and head circumference;

3.5.7 the following information regarding their entry:

a) a title for the garment (35 characters max);

b) a list of all materials used in creating the garment;

c) a short inspiration description for the garment (20 words max) to be used in the Show programme;

d) a garment narrative (300 words max) with the full story of the inspiration for the garment

e) the garment construction description (500 words max) explaining the garment construction technique and material details

3.6 Entries must be Preliminary Selected (outcome of Step 2 in the entry process), before being sent to WOW™.

3.7 The physical garment submitted to WOW™ must be the same as the photographic images supplied at Step 2 as part of the online entry process.

## 4. Awards Criteria

4.1 All entries are eligible for the themed Section Awards.

4.2 For an entry to be eligible for the First-Time Entrant Award, all members of a design team must be first-time finalists.

4.3 First-time entrants entering with a design partner who has been selected as a finalist for a previous WOW™ Competition Show are not eligible for the First-Time Entrant Award.

4.4 To be eligible for the Student Distinction Award, all members of a design team must be current tertiary students or have graduated within the 12 months before 26 February 2027, and each must provide a digital copy of their most recent student identification when completing the online entry process.

4.5 To be eligible for the Sustainability Award, the garment must embrace circular economy principles in its design by:

4.5.1 being made from waste or renewable materials; and

4.5.2 not becoming waste at the end of its use (that is, it can be disassembled to be practically reused, recycled, or returned to natural systems).

4.6 In addition, at the allocated place in the online entry form, the designer must provide a written explanation of how the garment meets the criteria for this award.

4.7 The country a designer is from is determined by the country such designer is a citizen or permanent resident of as at 26 February 2027.

4.8 For an entry to be eligible for the New Zealand Design Merit Award, all members of a design team must be citizens or permanent residents of New Zealand.

4.9 For an entry to be eligible for the International Design Merit Award, all members of a design team must be residing outside of New Zealand for at least 12 months prior to 26 February 2027.

## 5. Freighting

5.1 Designers are responsible for all the costs of freighting their garment to and from World of WearableArt, New Zealand, unless they are using the Mainfreight sponsored freighting option outlined on the WOW™ Sending Your Garment webpage.

5.2 To qualify for Mainfreight sponsored freighting, designers must comply with the 2027 Mainfreight sponsored freighting requirements and criteria as outlined on the WOW™ Sending Your Garment webpage.

5.3 Mainfreight sponsored freighting is offered at Mainfreight's discretion and may be subject to change due to global events or other circumstances affecting logistics, including changes to participating depots, routes, timeframes and other freight arrangements.

5.4 Garments will be returned to the designer by the same method and to the same address or depot from which they were sent to WOW™ For example, garments will be returned via Mainfreight sponsored freighting only if received via Mainfreight sponsored freighting. Garments that are hand delivered must be collected from World of WearableArt. If a designer wishes to have a garment returned to a different address, they are responsible for all subsequent costs;

5.4.1 with the exception of the USA Chicago depot. Garments sent from the Chicago depot will be returned to the LA depot. The Designer is responsible for arranging and covering the cost of delivery from the LA depot to their home address;

5.4.2 and the exception of Taipei Taiwan. One way freighting from Taipei, Taiwan to New Zealand is available and includes the one-off fee of 250USD, however return freight will be at the designer's expense.

5.5 All packaging required for a garment is the responsibility of the designer. WOW™ will not be responsible for any damage caused to a designer's garment before or while it is in transit.

5.6 Boxes must have a return address clearly marked. Please note, WOW™ may not be able to return a garment in the same box that it was sent in.

5.7 When shipping entries to and from New Zealand the designer is responsible for:

5.7.1 ensuring any biological material is properly declared and meets the requirements for entry into New Zealand;

5.7.2 establishing if any entries using animal or plant products comply with the Convention on International Trade in Endangered Species (CITES);

5.7.3 complying with all applicable international shipping and customs requirements; and

5.7.4 paying any fees or customs charges that may be incurred.

## 6. Garment Requirements

This Clause 6 sets out various requirements that all garments submitted by designers must comply with. Failure to comply with these requirements may result in a garment not being allowed entry into the WOW™ Competition.

**Garment Safety**

6.1 WOW™ reserves the right to disqualify an entry at any stage of the WOW™ Competition or Show Season if a garment is considered in any way to be unsafe or unwearable.

6.2 The garment weight must be evenly distributed over the body, be comfortable and safe to perform in.

6.3 Headpieces must be comfortable, not too heavy, well balanced and adjustable.

6.4 Models must be able to see clearly and breathe easily while wearing the garment onstage under stage lighting.

6.5 Footwear must be new, robust, well balanced, safe for the model to wear, and able to endure over 30 wears.

6.6 Garments must not have any unfinished, unprotected edges of materials that may cause discomfort or harm e.g. unprotected edges of glass, ceramics, plastic, metal, wire, cable ties, etc.

6.7 If glass, or other materials that can shatter or break, are used, they must be secured and protected in a way so it does not present risk to the wearer or others.

6.8 The following components are not permitted as part of an entry:

6.8.1 stilts;

6.8.2 roller skates or roller blades;

6.8.3 laser lights.

6.9 Electronic wiring must be robust, safe and simple to operate in New Zealand. WOW™ encourages designers creating entries with electronic components to have them checked by a qualified electrician prior to sending them to World of WearableArt, New Zealand for Final Selection. If WOW™ deems that the electronic components are unsafe or unreliable, they will not be used, and the entry may be disqualified in accordance with Clause 6.1 above.

6.10 Entry Components

6.10.1 All entries must be wearable, that is, able to be worn on the human body. Garments must be made to withstand transportation, potentially strong choreographic movement, being worn more than 30 times and possible display in WOW™ exhibitions.

6.10.2 All items the model is required to wear as part of the entry must be supplied by the designer, including footwear and visible undergarments. If pantyhose are required with the garment, 3-4 pairs should be provided so there are spares if needed.

6.10.3 If a garment requires particular dressing aids e.g., lubricant for a latex garment, then a supply of the required product must be provided.

6.10.4 For the avoidance of doubt, Bizarre Bra is not a 2027 Section.

6.10.5 There must be a concealed label with the entry name on the inside of each component (including accessories). WOW™ takes no responsibility for garments which have been submitted unlabelled.

6.10.6 Entries are not permitted that use real animal fur, wild animal skins or wild bird feathers, sometimes referred to as ‘exotic’ skins and feathers.

6.10.7 Do not use perishable materials, unless properly treated, including animal products, plant products and food. Components submitted using organic materials that may disintegrate will not be accepted.

6.10.8 Do not supply make-up, nail polish or earrings for pierced ears.

6.10.9 WOW™ reserves the right to repair, reinforce or adjust a garment to preserve the garment and ensure it can continue to function throughout the course of any performances or exhibition.

**Garment Dimension Guidelines**

6.11 WOW™ supports inclusion and invites designers to request adult model specifications that best suit the vision of their garment. This could be regarding age, ability/disability, gender, ethnicity and/or body shape. WOW™ supplies all models and, wherever possible, culturally and ethically appropriate, and safe, we will work to honour the designer’s vision. The guidelines below indicate the average dimensions of past models as a guide only.

6.11.1 Female:

a) Head: 55 – 58cm

b) Height: 170cm – 180cm

c) Bust: 84cm – 94cm, bra size 10A -12D

d) Waist: 64cm – 78cm

e) Hips: 87cm – 100cm

f) Shoe size: NZ/US 8.5 – 10, Eur 39 – 41

6.11.2 Male

a) Head 56 – 62cm

b) Height: 179m – 186cm

c) Chest: 92cm – 104cm

d) Waist: 80cm – 93cm

e) Hip: 92cm – 107cm

f) Shoe size: NZ/US 10 – 12, Eur 44 – 46.5

6.12 Garment Height and Width Restrictions

6.12.1 When worn by an adult model, the garment must be easily able to enter and exit the stage via a 1.5 metre wide, 12-degree ramp and be no more than 3 metres in height or length.

6.12.2 Once onstage, the garment may extend or expand in size but must be able to retract and exit the stage in line with the entry and exit size restrictions specified in Clause 6.12.1 above.

## 7. 2027 Child Section

7.1 The 2027 Child Section is for garments designed for children to wear. Garments must be appropriate and comfortable for wear by a child aged 6–12 years, having regard to the overall design, appearance, and any text, imagery, or themes incorporated into the garment. WOW™ reserves the right to reject any entry that it considers, in its sole discretion, unsuitable for the Child Section.

7.2 Entries must be made by adults over the age of 18, as per Competition Terms and Conditions.

7.3 For the purpose of Preliminary Selection, entrants must provide photographs of the garment being worn by a child model.

7.4 Entry images are used solely for internal purposes and are only accessible to the WOW™ team. Entry images are not published, displayed publicly, or otherwise shared or distributed outside of the Competition process.

## 8. Garment Imagery

8.1 The designer grants WOW™ a perpetual, irrevocable right to photograph, film or take other footage of their garment for the purpose of featuring or including the garment, anywhere in the world, in:

8.1.1 livestream broadcast in any format;

8.1.2 advertising, promotional, marketing, and documentary material of any format including but not limited to print, film and digital media (including but not limited to use on websites and any social media platform); and

8.1.3 merchandise of any type including but not limited to programmes, clothing, posters, images, films, and other broadcast and media formats.

8.2 Wherever possible, WOW™ will acknowledge the designer in any publication, merchandising and/or promotional material which contains images and/or footage of a designer's garment.

8.3 WOW™ will photograph all finalist entries for inclusion in the WOW™ Competition Show Programme in a standard style, pose and composition that is directed by WOW™.

8.4 The designer grants to WOW™ a worldwide, royalty free, perpetual, transferable licence to use any images or media sent to WOW™ (including images, inspirations and stories) for promotional, merchandising, exhibition and/or media purposes, at no cost.

8.5 If a designer provides WOW™ with images owned by a third party, they must obtain written confirmation from the owner of the images that the owner consents to the granting of the licence by the designer to WOW™ under Clause 8.4 prior to entering the WOW™ Competition.

8.6 The designer grants WOW™ permission to allow audiences to capture photography and video of garments during Show or in Exhibition for the purpose of sharing on social media platforms.

## 9. Garment Ownership and Responsibility

9.1 Except in the case of the purchase of a garment in accordance with Clause 10 (Garment Retention) below, the designer retains ownership of any garment submitted to WOW™.

9.2 Subject to compliance with Clause 6.10.5 (Entry Components), WOW™ will be responsible for the safekeeping of garments from the point that WOW™ takes possession of such garment provided that:

9.2.1 WOW™ will not be liable for any damage or loss caused as a result of events outside the reasonable control of WOW™;

9.2.2 subject to Clause 9.2.1 above, WOW™'s maximum liability as a result of, or arising from, any damage to, or loss of, a garment – however caused – shall not exceed one thousand New Zealand dollars (NZD$1,000); and

9.2.3 WOW™ will not be responsible for the safekeeping of garments which do not comply with Clause 6.10.5.

9.3 Insurance of a garment from the time of dispatch to WOW™ through to its ultimate return is the designer's responsibility.

## 10. Garment Retention

10.1 Upon payment of acquisition prize money, WOW™ will elect to have ownership of the Supreme WOW™ Award winning garment transferred to WOW™ in accordance with a Garment Acquisition Agreement.

10.2 Upon payment of prize money, WOW™ may elect to temporarily loan other award-winning garments for a period of three (3) years, with a right to extend for another three (3) years (six (6) years total maximum), for use in but not limited to, exhibitions, shows and external events, in accordance with a Garment Loan Agreement. After six (6) years, WOW™ may offer to purchase any garment for inclusion in the WOW™ historical collection.

10.3 Following the completion of the WOW™ Competition each year, WOW™ may propose a temporary loan arrangement for non-award-winning garments for a period of up to three (3) years, for use in but not limited to, exhibitions, shows and external events, in accordance with a Garment Loan Agreement.

10.4 If in the future, for any reason, WOW™ no longer wishes to retain a garment, WOW™ will give the designer two (2) months to choose to have their garment returned at WOW™'s cost, if returned in the same method it was received and to the same address. If WOW™ does not receive a response from, or is otherwise unable to get in contact with, the designer within the said two (2)

month period or the designer elects not to have their garment returned, WOW™ will remove the garment from its collection, respectfully deconstruct and recycle the garment where possible.

10.5 While the intellectual property of any garment purchased in accordance with Clause 10 (Garment Retention) will remain with the designer, both WOW™ and the designer undertake not to reproduce or replicate the garment, nor authorise any third party to do so, without the prior written consent of the other party. There may be occasions where WOW™ wishes to replicate or reproduce the garment for display in touring shows, international exhibitions and the like. In the event any such occasion arises, WOW™ will seek the designer's written consent to replication or reproduction and consult with the designer in respect of the means to undertake, and the methods used in the performance of, any such work.

## 11. Garment Returns

11.1 Non-selected New Zealand entries will be returned to designers by 31 October 2027.

11.2 Non-selected international entries sent using Mainfreight sponsored freighting will be sent to Auckland, New Zealand by 30 September 2027 for forwarding to the depot of origin on the next available transport, as determined by Mainfreight.

11.3 Non-selected international entries sent at the designer's own cost will be contacted directly by 30 September 2027 to arrange payment for the return of their garment.

11.4 Selected New Zealand entries will be returned to designers by 28 February 2028 with the exception of garments temporarily retained by WOW™ or otherwise purchased in accordance with Clause 10 (Garment Retention).

11.5 Selected international entries sent using Mainfreight sponsored freighting will be sent to Auckland, New Zealand by 28 February 2028 for forwarding to the depot of origin on the next available transport, as determined by Mainfreight with the exception of garments temporarily retained by WOW™ or otherwise purchased in accordance with Clause 10 (Garment Retention). Depending on the final destination depot, delivery may not occur until May 2028.

11.6 Selected international entries sent at the designer's own cost will be contacted directly by 31 January 2028 by WOW who will provide quotes and arrange payment with the designer for the garment's return, with the exception of garments temporarily retained by WOW™ or otherwise purchased in accordance with Clause 10 (Garment Retention).

11.7 It is the designer's responsibility to ensure their contact details are current in WOW™'s online designer database as WOW™ uses these details to arrange the return of garments.

11.8 If WOW™ is unable to contact the designer to arrange return of a garment after three (3) attempts (by telephone and email using the details provided by the designer), or does not receive any response from the designer, over a two (2) month period, WOW™ will remove the garment from its collection, respectfully deconstruct and recycle the garment where possible.

11.9 If, after establishing initial contact with the designer, WOW™ does not receive the required information from the designer in terms of confirmation of shipment address, shipment documentation, payment of shipment costs (if applicable) or other requested information to facilitate the returns process within a two (2) month period, WOW™ reserves the right remove the garment from its collection, respectfully deconstruct and recycle the garment where possible.

## 12. Disqualification and Indemnity

12.1 The designer warrants and represents that its garment complies with the requirements set out in these Terms and Conditions.

**Disqualification**

12.2 In the event that WOW™ determines that a garment does not comply with these Terms and Conditions at any stage in the WOW™ Competition process, including after the awards have been assigned, it may disqualify the designer from the WOW™ Competition and/or revoke any awards or prizes that may have been awarded or given in respect of the garment.

12.3 In the event of an entry being disqualified, the prize money must be returned to WOW™. WOW™ may choose to reassign the award to the runner up.

**Indemnity**

12.4 The designer will upon demand reimburse WOW™ in full for all losses, liabilities, damages, expenses and costs incurred by WOW™ arising out of or related to a breach of the warranties and representations given by the designer in these Terms and Conditions. For the avoidance of doubt, amounts that may be claimed by WOW™ from the designer include (but are not limited to) the costs of investigating, defending and/or settling any action, claim or demand.

## 13. Use of Personal Information by WOW™

13.1 Clause 13.2 provides a summary of the uses by WOW™ of the personal information it collects from designers. The designer acknowledges that Clause 13.2 is a summary only and that by agreeing to these Terms and Conditions the designer is also agreeing WOW™'s collection of personal information in accordance with its privacy policy (a link to which can be found at Clause 1.4).

13.2 How WOW™ uses a designer's personal information will depend on the purpose for which it is collected. Generally, WOW™ collects and holds the personal information a designer provides to identify and contact the designer and send any information to the designer that they have requested. In addition, WOW™ will use a designer's personal information:

13.2.1 to contact the designer in relation to the WOW™ Competition including providing the designer with information and returning any property (such as garments) that the designer has submitted to WOW™ as part of entry to the WOW™ Competition (and this will involve providing the designer's personal information to WOW's freighting and logistics partner to enable any such return of property);

13.2.2 to provide the designer with information regarding WOW™ including sending the designer its periodic newsletter;

13.2.3 for the purposes of promoting the WOW™ Competition which may include providing the designer's email address and phone number to the media;

13.2.4 in the event the designer is an international entrant (i.e., the designer does not reside in New Zealand and is not a New Zealand citizen), to notify the embassy of the designer's country of origin of the designer's entry into the WOW™ Competition to give them an opportunity to host the designer in the event the designer attends the WOW™ Competition; and

13.2.5 for archival purposes which involves maintaining a record of all entrants to the WOW™ Competition.