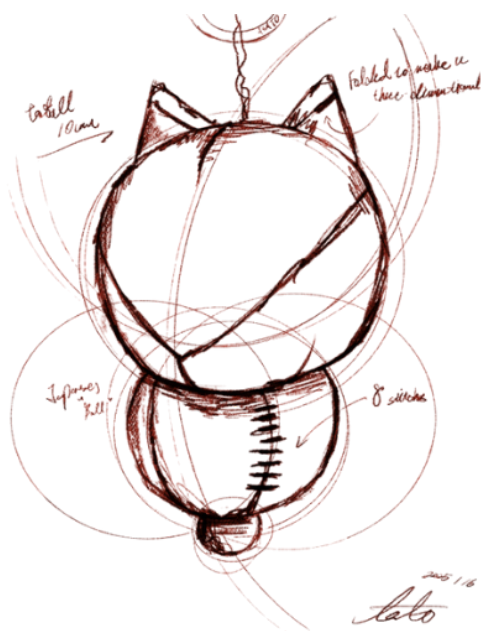


ASATO x ADAA "From Shadows to Light"  
**Plush Cat Naming & Storytelling Application Form**

Thank you for your interest in the ASATO x ADAA collaboration! By combining our efforts, we aim to raise awareness for the importance of our well-being while providing a platform for creativity and conversations about mental health awareness. Please complete the form below to submit your entry.

**Reference images:**



*Size: 4 inches tall*

**Background:**

ASATO and ADAA have partnered to create a special edition Plush Cat, a symbol of resilience and self-acceptance, which will be released later this year. Additionally, ASATO will be donating a portion of the profits from every Plush Cat sold to the ADAA in support of our shared mission - driving mental health awareness and self-affirmation. ASATO is a fashion house dedicated to creating value from imperfections, traumas, and negative experiences. **"From Shadows to Light"** is a transformative initiative that turns personal struggles into creative expression. This collaboration reflects our shared commitment to mental health awareness, advocacy, and empowerment through art and storytelling.

"Temari", which translates to "ball" in Japanese, is a cultural folk art and crafts that started from remnants of old kimonos - which inspired this design. Historically, parents would make them for their kids, starting from a message to their children on a crumpled paper. The fabric pieces would then be wrapped around until they formed a ball for children to play. Over time, Temari transitioned from a toy to fine art that now is considered high-value and cherished gifts, symbolizing deep friendship and loyalty.

## Submission Details

1. **Plush Cat Name:** \_\_\_\_\_
2. **Backstory (500-1000 words):** In your cat's journey, express how creativity can transform challenges into something meaningful. Describe the cat's personality and how it symbolizes resilience, self-acceptance, and mental health awareness. \_\_\_\_\_

## This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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**Applicant Information**

- Full Name: \_\_\_\_\_
- Email Address: \_\_\_\_\_
- Phone Number (Optional): \_\_\_\_\_
- University/Institution: \_\_\_\_\_
- Field of Study/Major: \_\_\_\_\_
- Year of Study (if applicable): \_\_\_\_\_

**Optional: Creative Expression**

(You may attach an illustration, poem, or additional storytelling format to enhance your submission.)

- Would you like to attach a creative piece? (Check answer) **Yes** \_\_\_\_\_ / **No** \_\_\_\_\_
- **If yes, please submit your attachment along with this form.**

**Initials** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Submission Instructions:**

- Complete this form and submit it along with the necessary attachments via email to **asatopr@gmail.com** with the subject line: **ASATO x ADAA Submission – [Your Name]**.
- If attaching additional files, please ensure they are in .PDF, .JPG, or .PNG format.
- Submissions are due by **May 31, 2025**. Late entries will not be considered.

**Agreement & Consent**

By submitting this form, I confirm that my entry is my original work. I grant ASATO and ADAA permission to share my submission for promotional purposes if selected. I acknowledge that the winning submission will be published and understand that participation does not guarantee selection.

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

For any questions, please contact **Sydney Bynes, Director of Research and Development at ASATO** [asatopr@gmail.com](mailto:asatopr@gmail.com). We appreciate your participation and look forward to your creative contributions!

Fashionably yours,

The ASATO Team

