



VLISCO

SINCE 1846

VLISCO FASHION FUND COMPETITION TERMS & CONDITIONS 2019

Participation in the Vlisco Fashion Fund Competition (the “**Vlisco Fashion Fund**”) is regulated by the following terms and conditions (the “**T&C**”), except when the Applicant (as defined hereafter) is a resident of Ivory Coast for whom different terms and conditions shall apply and which terms and conditions can be found by clicking on [this link](#).

The organizer of the Vlisco Fashion Fund is Vlisco Netherlands B.V., a company incorporated in accordance with the laws of the Netherlands with its registered address at Helmond, the Netherlands (5701 PH), Binnen Parallelweg 27 (“**Vlisco**”).

Vlisco requests that the Vlisco Fashion Fund applicant (the “**Applicant**”) reviews and agrees to the T&C before applying for the Vlisco Fashion Fund program.

1. Application

Applicants wishing to participate in the Vlisco Fashion Fund will be asked to submit: (i) an application form which includes their personal details and personal business idea (the “**Business Idea**”) together with (ii) their image portfolio containing 8 pictures maximum via one e-mail sent to fashionfund@vlisco.com ultimately on the 1st of October 2019 (the “**Application**”). One e-mail per Applicant shall be accepted.

The application form can be found on the website www.vlisco.com/fashionfund. The Business Idea should clearly define the short and long term business goals of the Applicant and should contain a motivation explaining why he/she wishes to work with Vlisco. The total size of the Application including the attachments thereto cannot exceed 25MB.

The Applicant cannot derive any rights from the submitted Application.

2. Acceptance T&C

Downloading the application form on www.vlisco.com/fashionfund and submitting the completed Application via e-mail, implies Applicant's unconditional and full acceptance of the provisions of these T&C. Applicant furthermore guarantees that all information in the submitted Application is correct and confirms that he/she is the author of the Business Idea.

3. Use of information

By applying for the Vlisco Fashion Fund, Applicants give to Vlisco their irrevocable and unconditional permission to upload their work on the website www.vlisco.com and to use their name, portrait and photographs of their work, including the information they have submitted with the Application. Vlisco may use the aforementioned information for any announcements regarding the Vlisco Fashion Fund in all (social) media, including radio, television and internet.

During the Vlisco Fashion Fund and the Follow Up Period, Applicants (i) shall treat all information he/she receives from Vlisco, its subsidiaries, affiliates, directors, employees and agents which relates to the Vlisco Fashion Fund and/or Vlisco including its group companies confidential and (ii) shall not make any public



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statements or release any other information relating to the Vlisco Fashion Fund and/or Vlisco including its group companies to the media (including social media), without Vlisco's prior written approval.

4. Applicants

The Vlisco Fashion Fund is open to early stage start-ups in the fashion and tailoring industry, with no more than 5 years of work experience and no more than 2 employees. Tailoring experience is essential and Applicants must demonstrate that the funding of EUR 5,000 is necessary to move their start-up forward. Applicants must reside in Benin, Togo, Ghana, Nigeria, DRC, Ivory Coast or Global (i.e. all other countries outside the 6 aforementioned countries) and must send via e-mail all the required documents in order to complete their Application. The required documents are listed on the website www.vlisco.com/fashionfund.

In the event of winning the Vlisco Fashion Fund, Applicant shall be personally available to attend the relevant Vlisco Fashion Fund Winners event that will take place in the weekend of the 29th of November up to the 1st of December 2019, simultaneously held in the following cities: Cotonou, Lomé, Accra, Lagos, Kinshasa and Abidjan (the "**Vlisco Fashion Fund Winners Event**"). For the Global winning Applicant, a separate event will be organised. Vlisco reserves the right to move the Vlisco Fashion Fund Winners Event to another weekend.

The winning Applicant must also be available to attend the fully catered two-week learning experience in the Netherlands or, at the sole discretion of Vlisco, in any other country in April or May 2020, organised by the Central Marketing Team in the Netherlands.

In addition, the winning Applicant shall be available to participate in promotional activities such as, but not limited to, interviews with press and local Vlisco events and – on a contractual basis – work together with Vlisco stores and local marketing teams when required.

Applicant warrants that he/she is the sole creator of the submitted work in the portfolio and the sole legal and beneficial owner of the copyrights and all other rights arising from the portfolio and Business Idea. Vlisco may conduct — also through specifically appointed representatives — autonomous checks in order to ascertain the accuracy of the submitted data and material included in the Application. In case of misrepresentations, Applicants may be disqualified.

5. Application Period

The Applications for the Vlisco Fashion Fund must be received by Vlisco between the 1st of August 2019 and the 1st of October 2019 at 23.59 CET, and meet the requirements mentioned in article 1. Applications not meeting these requirements, shall be deemed to be unsuccessful and not be taken into consideration by Vlisco. An automated e-mail confirming receipt of the Application will be sent to the e-mail address provided by the Applicant.

6. Vlisco Fashion Fund - Round 1

Vlisco will screen all e-mail entries and selected Applicants will be invited for an interview and a physical sewing test between the 8th and the 18th of October 2019. Consequently, 3 candidates per country — 21 in total — will be selected to go



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through to Round 2 (the finale). Vlisco has the right — without obligation — to publish the name of the 21 finalists on its website www.vlisco.com and on its social media channels.

If an Applicant has not been contacted by Vlisco before the 8th of October 2019, he/she has not qualified for Vlisco Fashion Fund.

7. Vlisco Fashion Fund - Round 2 (the finale)

On the 21st of October 2019, the 21 finalists will be presented with a design brief and are given 33 days to complete the assignment, which entails the design and creation of 5 outfits and the content for the final presentation. Subject to Vlisco's right to move the Vlisco Fashion Fund Winners Event to another weekend, in the weekend of the 29th of November to the 1st of December 2019, a panel consisting of 1 local Vlisco member, 2 fashion professionals and 1 central team member will assess and choose the 7 winners of the Vlisco Fashion Fund.

The names of all winning Applicants will be revealed at the Vlisco Fashion Fund Winners Event, which event will be held in 6 countries in the weekend of the 29th of November to the 1st of December 2019, subject to Vlisco's right to move the Vlisco Fashion Fund Winners Event to another weekend. With respect to the Global finalists who live outside the 6 African countries listed in article 4, the winner announcement will be in the same weekend.

Vlisco has the right — without obligation — to publish the content of the 7 winning creations as well as names, portraits etc. of the winning Applicants on its website <https://www.vlisco.com> and on its social media channels.

8. Prize

Each of the winning Applicants will receive (i) investment funding of EUR 5,000 and (ii) a fully catered two-week learning experience in the Netherlands at 'Meester Coupeur' as organized by the Central Marketing Team in the Netherlands, or, at the sole discretion of Vlisco, any other country (the "Prize"). The funding of EUR 5,000 must be invested into the business to facilitate growth. Copies of invoices related to these business investments must be sent to the local Vlisco marketing teams who will reimburse the invested amounts up to the agreed fund of EUR 5,000.

9. The Follow Up

The winning Applicants commit to working together — at reasonable request and on a contractual basis — with Vlisco, acting as ambassadors of the Vlisco brand to support promotional activities. An agenda for the events will be defined by the local Vlisco stores in combination with the Central Marketing team in the Netherlands.

In addition, the winning Applicants are expected to demonstrate how their investment was spent and monitor the benefits the investment has made on their business throughout the Follow Up Period. Vlisco reserves the right— without obligation — to use this content for post-event publicity, and to use the winning Applicant's name, portrait and content for promotional and media purposes, without owing any compensation to the Applicant.

10. Code of conduct



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Applicant will be an ambassador for Vlisco and should act as a role model at all times, both online and in person. Applicants need to be of irreproachable conduct. This includes but is not limited to news coverage related to sexual relations, alcohol abuse or scandals of any kind. Images showing Applicants smoking will not be accepted.

Applicants are not allowed during the aforementioned period to have any relations with Vlisco's direct or indirect competition and/or counterfeit products. The Prize may be withdrawn by Vlisco if it turns out that an Applicant was or is either directly or indirectly involved in competition and/or counterfeit products.

11. Intellectual Property

Applicant acknowledges and agrees that the creations that have been made by Applicant during his/her participation in the Vlisco Fashion Fund shall be photographed and captured on video and photo (the "**Media**"), primarily for the (promotion of the) Vlisco Fashion Fund. Applicant hereby gives Vlisco his/her irrevocable and unconditional permission to use without limitation the Media on which Applicant's creations are shown for any conceivable commercial purpose, before, during and after the Vlisco Fashion Fund, whereby no compensation shall be owed by Vlisco.

The creations and the creative design will be owned by the Applicant after such has been confirmed in writing by Vlisco. At the request of Vlisco, Applicant shall loan (in Dutch: *bruikleen*) the creations to and for the period determined by Vlisco. Vlisco will give credits to the Applicant at all times when using images of the creations for commercial purposes.

Vlisco's fabrics, designs and brands are protected by intellectual property rights ("**Vlisco's IP Rights**"). Applicant fully and unconditionally respects Vlisco's IP Rights. Applicant represents and warrants that the Applicant will refrain from any actions which could infringe Vlisco's IP Rights and the goodwill connected thereto, or could reduce or even prevent the protection or enforcement of Vlisco's IP Rights.

Applicant represents and warrants that all creations will be original and personal creations of the Applicant and/or the Applicant's employees and that these creations do not infringe intellectual property rights of any third parties.

12. Release of Liability

By participating in the Vlisco Fashion Fund, Applicants release, discharge and hold harmless Vlisco, its subsidiaries, affiliates, directors, employees and agents from any and all liability or any injuries, loss or damage of any kind arising from or in connection with the Vlisco Fashion Fund.

Furthermore, Vlisco is not responsible for faulty or incorrect phone/e-mail transmissions, incorrect announcements of any kind, technical, hardware or software failures of any kind including any injury or damage to any person's computer related to or resulting from participating in or experiencing any materials in connection with the Vlisco Fashion Fund, lost or unavailable network connections, or failed, incomplete, garbled or delayed computer transmissions that may limit a person's ability to participate in the Vlisco Fashion Fund.



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Vlisco accepts no responsibility for late, lost, incomplete, inaccurate or damaged Applications, or undeliverable e-mails resulting from attachments exceeding 25MB or any form of active or passive e-mail filtering by a person's internet service provider and/or e-mail client or for insufficient space in user's email account to receive e-mail.

13. Termination

Vlisco reserves the right, at its sole discretion, to terminate, close, suspend, reinstate or amend in whole or in part, the Vlisco Fashion Fund at any time without prior notice for any reason whatsoever. All decisions by Vlisco with respect to all aspects of the Vlisco Fashion Fund shall be final and binding. Applicants agree to abide by all of the instructions and decisions of Vlisco. In the event of any dispute regarding the interpretation of these T&C or any decision rendered by Vlisco, the decision or interpretation of Vlisco shall prevail.

14. Governing Law

The Vlisco Fashion Fund and these T&C are governed by Dutch law and any disputes arising from or in connection therewith shall be settled by the competent court in Amsterdam, the Netherlands.

15. Contact details

To contact Vlisco regarding the Vlisco Fashion Fund please contact infovff@vlisco.com.

16. Data Protection

Applicant's personal data submitted in connection with the Vlisco Fashion Fund will be retained, stored and used by Vlisco in connection with the execution of the Vlisco Fashion Fund. Applying for and participate in the Vlisco Fashion Fund is deemed consent for Vlisco to use the personal data for the purposes as set out in these T&C.



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Annex: format for application form / Business Idea:

Name

E-mail address

Home address

Country

Phone number

Date of birth

Profile picture – PLEASE ATTACH TO E-MAIL!

Did you get any formal training in fashion/design/textile and if yes, where?

Short intro about you (max 200 words)

Name of your brand

Who is your target audience?

How do you communicate about your brand and how do you sell your products?

What sets your brand apart from your competition?



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Short term goals for your business and/or brand (what to achieve in 1 year)

Long term goals (what to achieve in 5 years)

Describe how you would spend €5000 of funding to achieve these goals?
Specify how much you would allocate to which areas of your business?

When it comes to fashion design and tailoring, what is your strongest skill?

Please upload up to 8 images of your creations (check quality of your images!)

Describe the inspiration behind the portfolio you have uploaded (max. 200 words)

What are your social media URLs (Instagram, Facebook etc.)

Why would you like to work with Vlisco?

Confirm that all garments submitted in the portfolio images are designed and constructed by yourself, and no one else. Note that fraudulent applicants may face eternal disqualification from the Vlisco Fashion Fund.

Signature candidate: