

# Initiative

## Guidelines

The Kraimod team is pleased to announce the “Initiative” service (“Service”). The service is delivered in order to manage external styles within the fashion designing contests.

Designers send their designs to Kraimod per e-mail at **initiative@kraimod.com** indicating their name as well as the country of residence.

The Kraimod team categorizes the designs on the style and product group basis (e.g. "Fashion for Women / Glamour / Dress", see also Appendix 1). Afterwards each style will be taken into consideration for any projects or fashion brand with the corresponding qualities.

Once the style is getting successful at any project or by any brand, the designers receive an e-mail from Kraimod about it.

Some of the fashion designing projects are conducted on the national basis, e.g. the project is supported by the government of India and only residents of this country are allowed to participate in it. That is why it is important to know the country of residence of the designers. Once Kraimod has no information about the residence, it would be impossible to offer the styles for national-based contests within the “Initiative” service.

The designs / illustrations / sketches should be sent at **initiative@kraimod.com** in one of the following formats JPEG, PNG, BMP, PSD, TIFF, including the following basic information

**First Name:** .....

**Last Name:** .....

**Country of Residence:** .....

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## **Designer's Responsibilities**

- To develop and sketch the designs
- To submit both the sketch and the basic information (First name, Last name, Country of Residence) to Kraimod via e-mail at [initiative@kraimod.com](mailto:initiative@kraimod.com).

## **Application process**

There is no deadlines for the "Initiative" service. Application submitted without indication of the designer's names will be rejected. It is the sole responsibility of the applicant to ensure that the application is made in accordance with these Guidelines.

Competition for the service is merit-based. There is no entry fee to enter this service. By sending an e-mail with the designs at [initiative@kraimod.com](mailto:initiative@kraimod.com), an entrant is indicating his/her agreement to be bound by the current Guidelines as well as the general Terms & Conditions of the [www.kraimod.com](http://www.kraimod.com).

There is no limit in the amount of the application styles. Multiple entries from the same person are accepted. The pre-evaluation of applications will be done by the Kraimod managing team. Final evaluation is done by the managing team of each particular contest for which the styles will be offered.

No plagiarism is allowed. It is the applicant's responsibility to ensure the uniqueness of the sent styles and descriptions. The applications with the signs of plagiarism will be disqualified from the service.

Applicants should provide only real logistical and administrative information. All changes in contact information must be reported promptly to the project management team.

Successful applicants will be notified within 14 days after receipt of the positive decision by Kraimod. The winners will receive the prize depending on each project (can include money, percentage of sales, publications, diplomas, etc.)

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## **Legal Notice**

Kraimod reserves the right to cancel or amend the Service and these Guidelines without notice in the event of a catastrophe, war, civil or military disturbance, act of God or any actual or anticipated breach of any applicable law or regulation or any other event outside of the Kraimod's control. Any changes to the service will be notified via the website [www.kraimod.com](http://www.kraimod.com).

The Kraimod's decision in respect of all matters to do with the service will be final and no correspondence will be entered into.

The service and these Guidelines will be governed by German law and any disputes will be subject to the exclusive jurisdiction of the courts of Germany.

The winner agrees to the use of his/her name in any publicity material, as well as their entry. Any other personal data relating to the winner or any other entrants will be used solely in accordance with current German data protection legislation and will not be disclosed to a third party without the entrant's prior consent.

All questions related to the Service and application should be addressed to the Kraimod Team also at [initiative@kraimod.com](mailto:initiative@kraimod.com) or to our contact person Artsiom Aleksiaichuk, Kraimod, Bismarckstrasse 21, 20259, Hamburg, Germany.