

## **Accra Mall Fashion Weekend – Future Fashion Fund**

### **Terms & conditions**

Participation in the Accra Mall Fashion Weekend – Future Fashion Fund (the “Future Fashion Fund”) is regulated by the following terms and conditions (the “T&C”).

The organiser of the Future Fashion Fund is Accra Mall Limited ., a company incorporated in accordance with the laws of The Republic of Ghana with its registered address at Plot C11 Tetteh Quarshie Interchange, Spintex Road, Accra, Ghana (“Accra Mall”).

Accra Mall requests that the Future Fashion Fund Applicant (the “Applicant”) reviews and agrees to the T&C before applying for the Future Fashion Fund program.

### **1. Application**

Applicants wishing to participate in the Future Fashion Fund will be asked to submit their CV, Portfolio, draft business plan and academic reference from their school, college or university along with their personal details via [https://docs.google.com/forms/d/e/1FAIpQLSfxq39KTAqoTIUcO140EszMdKzZqXHb3VNc300c86gbtYk1Tg/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSfxq39KTAqoTIUcO140EszMdKzZqXHb3VNc300c86gbtYk1Tg/viewform?usp=sf_link) by 28 June 2021. The link enables to the applicant to insert draft business plan, short and long term goals for their brand as well as a pitch as to why they should win the Future Fashion Fund.

### **2. Acceptance T&C**

Registration through the link [https://docs.google.com/forms/d/e/1FAIpQLSfxq39KTAqoTIUcO140EszMdKzZqXHb3VNc300c86gbtYk1Tg/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSfxq39KTAqoTIUcO140EszMdKzZqXHb3VNc300c86gbtYk1Tg/viewform?usp=sf_link) and submitting the application, implies Applicant’s unconditional and full acceptance of the provisions of these T&C. Applicant furthermore guarantees that all submitted information is correct and consents that they are the author of the draft business plan.

### **3. Use of information**

By applying for the Future Fashion Fund, Applicant gives Accra Mall irrevocable permission to upload their business pitch on the website [www.accramall.com](http://www.accramall.com) and use their name, portrait and photographs of their work, including the information they have uploaded with the application. Accra Mall may use the aforementioned information for any announcements regarding the Future Fashion Fund in all (social) media, including radio, television and internet.

Applicants participating in the Future Fashion Fund may not make any public statements or release any other information relating to the Future Fashion Fund to the media (including social media) without Accra Mall’s prior written approval.

#### **4. Applicants**

The Future Fashion Fund is open to residents of The Republic of Ghana over the age of 18. Applicants must be a graduate from a recognized fashion or fashion design school or be graduating in 2021/2022. Academic reference must be from an academic tutor or head of faculty on an official letterhead of the academic institution.

Five finalists will be chosen to take part in the Future Fashion Fund competition. All five finalists will be given their brief for the project and must adhere to the rules of the project which will be given to them at the time of selection. All five applicants will be required to be at all events for the Accra Mall Fashion Weekend and be present personally at the final exhibition.

In the event of winning the Future Fashion Fund, Applicant needs to be willing and personally available to attend all Future Fashion Fund Winners events. Details of this shall be shared with the winner at the end of the competition. The winner will need to ensure that it complies with all rules for the disbursements of funds and understands that money will only be disbursed upon approval of the Future Fashion Fund Board. The winner also is responsible for their own branding materials and travel documents where necessary.

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

Applicant warrants that he/she is the sole creator of the uploaded work in the draft business plan and the sole legal and beneficial owner of the copyrights and all other rights arising from the draft business plan. Accra Mall may conduct — also through specifically appointed representatives — autonomous checks in order to ascertain the accuracy of the uploaded data and material included in the application form and draft business plan. In case of misrepresentations, Applicants may be disqualified.

#### **5. Duration**

Applications for the Future Fashion Fund can be submitted through the link [https://docs.google.com/forms/d/e/1FAIpQLSfxq39KTAqoTIUcO140EszMdKzZqXHb3Vnc300c86gbtYk1Tg/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSfxq39KTAqoTIUcO140EszMdKzZqXHb3Vnc300c86gbtYk1Tg/viewform?usp=sf_link) from Wednesday 9 June 2021 to 28 June 2021 (the “Application Period”). The application shall be deemed successful when online registration is completed and the application (including all the requested documents, such as the draft business plan) has been received by Accra Mall. An email confirming receipt of the application will be sent to the email address provided by the Applicant.

#### **6. Future Fashion Fund Round 1**

Accra Mall will screen all entries and selected Applicants will be contacted and invited to the Empowerment Seminar on July 21 2021. Consequently, 5 applicants will be chosen to take part in the final stages of the competition. In the event that an Applicant has not been contacted by Accra Mall before 9 July 2021, he/she has not qualified for the finale. Accra Mall has the right — without obligation — to publish the name of the 5 finalists on its website [www.accramall.com](http://www.accramall.com) and on its social media channels.

## **7. Future Fashion Fund Round 2 (the finale)**

On July 23 2021, the 5 finalists will be presented with a design brief (The Project) and are given 28 days to complete The Project which entails the design and creation of 6 outfits and the content for the final presentation on the runway. The contestants will have 2 challenges during the 28 days and will be scored, points achieved will be added to the all the final results. On Friday 13 August 2021, a panel of judges will assess and score all 5 contestants before the runway. All five contestants will showcase their work at the runway show on Saturday 4 September 2021. There will be a live social media poll which will be added to the judge's scores to ascertain the winner. The winner will be announced live at the runway show. Accra Mall has the right — without obligation — to publish the content of the 5 finalists as well as names, portraits etc. of the winners on its website <https://www.accramall.com> and on its social media channels.

## **8. Prize**

The winner of the Future Fashion Fund will receive funding of USD 3,000, a pop up stall in Accra Mall, a press release, a business bank account with a dedicated relationship manager. The funding of USD 3,000 must be invested into the business to facilitate growth. Copies of invoices related to these business investments must be sent to the Accra Mall marketing team who will reimburse the invested amounts up to the agreed fund of USD 3,000.

## **9. The Follow Up**

The winner of the Future Fashion Fund commit to working together — at reasonable request and on a contractual basis — with Accra Mall, acting as an Ambassador of the Accra Mall brand for a period of 1 year to support promotional activities. An agenda for the events will be defined by Accra Mall and communicated to the winner.

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

## **10. Code of conduct**

Applicant will be an ambassador for Accra Mall 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 Accra Mall's direct or indirect competition and/or counterfeit products. The Prize may be withdrawn by Accra Mall if it turns out that an Applicant 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 the participation in the Future Fashion Fund shall be photographed and captured on video and photo, primarily for the (promotion of the) Future Fashion Fund. Applicant hereby gives Accra Mall irrevocable permission to use without limitation all video and/or photo on which Applicant's creations are shown for any conceivable commercial purpose, before, during and after the Future Fashion Fund, always and unconditional.

The creations and the creative design will be owned by the Applicant after completion. Accra Mall will give credits to the Applicant at all times when using images of the creations for commercial purposes.

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

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 entering the competition, Applicants release, discharge and hold harmless Accra Mall, 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 Future Fashion Fund.

Furthermore, Accra Mall is not responsible for faulty or incorrect phone/email 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 Future 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 Future Fashion Fund. Accra Mall accepts no responsibility for late, lost, incomplete, inaccurate or damaged applications, or undeliverable emails resulting from any form or active or passive email filtering by a person's internet service provider and/or email client or for insufficient space in user's email account to receive email.

## **13. Termination**

Accra Mall reserves the right, at its sole discretion, to terminate, close, suspend, reinstate or amend in whole or in part, the Future Fashion Fund at any time without prior notice for any reason whatsoever. All decisions by Accra Mall with respect to all aspects of the Future Fashion Fund shall be final and binding. All entrants agree to abide by all of the instructions and decisions of Accra Mall.

In the event of any dispute regarding the interpretation of these T&C or any decision rendered by Accra Mall, the decision or interpretation of Accra Mall shall prevail.

#### **14. Governing Law**

The Future Fashion Fund and these T&C are governed by The Republic of Ghana and are subject to the exclusive jurisdiction of the courts of The Republic of Ghana.

#### **15. Contact Details**

To contact Accra Mall regarding the Future Fashion Fund please write to the Marketing Department of Accra Mall at email: [marketing@accramall.com](mailto:marketing@accramall.com).

#### **16. Data Protection**

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