



DES^{COLLECTIVE}IGN

Do you want to join the Specsavers Design Collective, win £2,000 AND see your product in Specsavers stores nationwide?

Specsavers, with support from fashion brand Red or Dead, are launching an exciting design competition to find the best young talent to create a new cutting edge eyewear collection, to be launched in Specsavers in 2020. The new range of glasses will include styles from up to six young designers and will be showcased instore and on Specsavers website.

Red or Dead[®]



Eyewear design competition 2019

The brief

Specsavers is looking for designs that shout style but that are also wearable. They should encourage people to wear their specs with pride and help the wearer to express their individuality. They can be of any colour and pattern, or you might prefer something simpler where the shape does the talking.

Wherever your imagination leads you, remember, they also have to be practical, functional and able to be manufactured.

The end products can be made out of a range of materials that include acetate, stainless steel, nickel, silver or titanium, cellulose propionate or grilamide (nylon).

But if that sounds a bit daunting, don't worry: the finalists will work closely with an eyewear designer and product developer to bring their designs to life to ensure that they comply with optical industry standards.

You should produce a minimum of two different designs and a maximum of six - obviously the more you submit, the more the judges are likely to see something that they love! Specsavers would also like you to come up with a name for the new eyewear collection.

Things to consider

Communication

Ensure that your design language is clear, easy to understand and stands out from the crowd. Communicate your collection's message directly and powerfully. You might also want to suggest some marketing initiatives that could be created around your products.

Research

Explain the inspiration and trends that have informed your collection and led to your final designs. What are the common themes, materials, colours, prints and branding that make up your designs? Who is the consumer you have in mind?

Design

Explore concepts for a marketable range that stands out in the current optical market. You can develop up to six different ideas for your collection. You can also include development ideas for branding, a glasses case, cleaning cloth and packaging.

Commercial appeal

Your designs must hold commercial value and be relevant to the market. Do your designs only appeal to a niche audience or do they have wider appeal?

What is required

Produce mock-ups of your designs in either 3D print, on card or a material that helps visualise the final design, showing the front and side view.

The judging

A panel of industry experts will select a shortlist from all entries submitted. The shortlisted entrants will be announced on Wednesday 6 February 2019 and must be available for interview in London on Wednesday 20 February 2019. A maximum of six winners will then be chosen, whose designs will each feature in the new eyewear collection. The winners will be announced no later than Wednesday 3 April 2019.

The prizes

Each winner will receive a cash prize of £2,000, as well as having their design or designs manufactured and professionally photographed.

Submission details

To submit your entries please upload onto the artsthread.com/specsavers2019 - starting date is 15 October 2018. Entries must be received by midnight on Sunday 20 January 2019. You can create the work in any media, as long it can be submitted to and viewed online. Details of where to upload design submissions will be confirmed in the Eyewear Design Competition Student Brief that will be shared via your university in October 2018. Full terms and conditions apply and will be included in the Eyewear Design Competition Student Brief. Late entries will not be judged. To see our range of glasses and for some style inspiration, visit specsavers.co.uk

