



Fluxedo Shirts Design Brief

What are Fluxedo Shirts?

Fluxedo Shirts are men's dress shirts (tuxedo shirts) with design and patterns on the back that are revealed when your jacket is removed.

The Competition

We're looking for inspired, fun, innovative designs to add to the Fluxedo range of tuxedo shirts and roll out in 2010. Designs must be both creative and commercial. With that in mind, the winning designers will be rewarded financially with a £3 commission for up to 100 shirts with their design if/when it sells.

There will be more than one winner as we're looking for a team of designers who would like to work with us on a freelance basis in the future - so, this is really a chance to pitch to us and demonstrate your ability to create commercial designs in the real world, not just on paper.

Winners will:

- Earn £3 per shirt sold for up to a 100 sold.
- Be able to name the shirt whatever they want.
- Have a blurb on our website with links to your portfolio and a link next to the shirt in our online shop.
- Be able to prove that they can produce creative work that is commercially viable.
- Have first refusal to work with us in the future on other exciting projects.

This is a nationwide competition.

No age restrictions other than must be 16+ by the time the competition closes.

How to Submit

Winning design will be screen-printed which favour the following criteria:

- No more than 3 colours.
- No bigger than 400x 600 mm
- Don't cross over any seams on the shirt.
- Not too intricate detail.



Two files must be submitted in a high resolution JPEG or similar - The raw design and it on the shirt template. Winning designs will then need to be submitted in the format they were created. IE Adobe Illustrator or similar. Winning design will then be invited to sign up to our commission scheme and copyright agreement.

Competition layout

January 27th

Competition opens and we start accepting submissions.

February 28th

All entries must be in by this date.

March 2nd

Short list announced - All designs that have made the short list will be put on the Fluxedo website for people to vote on! Anybody will be able to vote for his or her favourite designs.

March 12th

Voting Ends!

March 15th

The most voted for design will be an automatic winner and the other winners will be based on the votes and the opinions of our panel of industry experts.

For regular competition updates follow us on twitter @fluxedoshirts
We will announce a hash tag for the competition soon!

