

Introducing an exciting new Federation Competition, in conjunction with the Arts Sub-Committee...

Have you ever dreamt of being a fashion designer?

Well, we are challenging you to get creative and come up with an original, modern WI design for a lady's fashion scarf that could be worn by our members!

The photographs here are to illustrate the style of scarf that we have in mind (and not for design/pattern/colour inspiration) – a lightweight, long, wraparound scarf that can be worn a variety of ways. A typical scarf of this style measures 28 inches wide x 70 inches long.



The Design Brief



Your design **must** incorporate the WI farm gate **and** the flax flower that is synonymous with Northern Ireland. However, these should both be incorporated **subtly** into the design and should not be dominant.

The scarf can feature the WI colours of blue and yellow, if you feel this works, however, when thinking about colour, ideally we would like more muted, understated tones.

A special WI scarf would be a lovely way to represent our organisation in a fashionable way and promote our Institutes to other ladies when we are out and about outside of WI circles. Ideally, this should be a design that members would be able to wear all year round, a versatile style that could be dressed up for a high fashion look, or dressed down for daytime chic.

The design should appeal to all ages of ladies in our organisation, appropriate for the range of age groups that we have as members.

Designs should be in colour and sketched on plain white paper (A3 or A4). You may also wish to annotate your design, outlining your thoughts and inspiration for all the creative components.

Think: classy, stylish, chic, smart, elegant, sophisticated, understated!

The closing date for entries to WI Headquarters is:

Friday 29th January 2021, by 3pm.

This challenge is open to ALL WI members, not only those who are involved with the arts!

The winning design will be made into a real scarf for distribution, printed by leading eco-friendly textile design studio Pixelili, which is based on Ireland's Wild Atlantic Way, Co. Donegal.

Check out www.pixelili.com for inspiration!