



HABIB HUSSAIN
CHAIRMAN
SANJAY LEEKHA
VICE-CHAIRMAN

Council for Leather Exports

(Sponsored by Ministry of Commerce and Industry, Government of India)

Registered Office & Head Office
CMDA Tower II, 3rd Floor, Gandhi – Irwin Bridge Road, Egmore
Chennai 600 008, India,
Phone : 91-44-2859 4367 – 71 (5 lines),
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No.CLE/DA-2010/2009-10

November 3, 2009

All Members of the Council, (Footwear) **Free-lance Designers & Design Course Institutions**

Sub: CLE DESIGN AWARD / INTERNATIONAL FOOTWEAR DESIGN COMPETITION 2010

Dear Sirs,

Every year the Council presents Design Awards to Member-Exporters of the Council, Free-lance Designers and Students of Design Course Institution. The Design Award was instituted by CLE during January 1997, with a view to increase 'Fashion & Design' awareness in the country and help Indian leather and leather products find a place of prominence in the global fashion world of leather. It is also aimed at encouraging development of design capabilities within the country to create a contemporary image for Indian leather products in markets abroad. Accordingly, this year also, it has been decided to get entries from Manufacturers / Exporters of Leather Footwear, Free lance designers and students of Design course etc. for Footwear Design Award 2010. The entry fee is as under:

1	Manufacturer-Exporters of Footwear	Rs 1000/-
2	Free-lance designers	Rs 1000/-
3	Design course students	FREE

While on the subject of Design Awards, we would like to inform that like last year the organizers of International Footwear Conference (IFC) will institute International Footwear Design Competition 2010 (IFDC) to promote design capabilities among member countries. The object of the competition is to enhance the international status of International Footwear Designs.

Therefore, the Council, being a member country of IFC will take part in this International Footwear Design Competition. For this purpose as in the case of last year, the existing Annual Design Award for Footwear will be upgraded as a International Level Design Competition. The winners of the Annual Design Award 2010 for Footwear would be automatically the nominee of the Council for the International Footwear Design Competition of IFC.

Therefore, the Design entries received for Footwear will be placed before the Jury Committee of the Design Award for selecting the Best Designs. The winning entries will be sent to International Footwear Design Competition for further selection of the "Best design" as per the rule & regulations of International Footwear Design Competition.

The Rules & regulations and the details of the International Footwear Design Competition along with Application form will be sent to the winners of CLE Design Award 2010 as soon as it is received from IFC.



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Since the Design Award of the Council is upgraded to International level Design Competition, the Footwear Design entries must be of international standard to project the capability of Indian Footwear Designs. The entries may be related to the Autumn Winter 2010 / 2011 season. **All Samples submitted for the competition shall be the property of IFC and no member countries would claim ownership to them.**

Design entries from the Students of Design Course Institutions should be submitted through their Institution Head / Department heads only. The design entries received directly from students will not be accepted for the Design Competition.

One 'free entry' is allowed with one compulsory 'payment entry'. Any number of entries can be sent. The exhibits must be securely packed with a write up about the product (not exceeding 100 words), Photos, sketches, drawings etc should be **sent to "International Footwear Design Competition 2009", C/o. Fashion Studio, Central Leather Research Institute, Adyar, Chennai – 600 020 on or before 30th November 2009** under intimation to this Office. The Cheque / DD drawn in favour of "**COUNCIL FOR LEATHER EXPORTS**", should also be sent along with the Design entries.

Please note all the above and do the needful.

Thanking you,

Yours faithfully,

(Ali Ahmed Khan)
Executive Director

No.CLE/DA-2010 / 2009

11th September 2009

supported by  **CLRI**



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All Members of the Council
(Garments / Accessories / Footwear Components)
Free-lance Designers & Design Course Institutions

Sub: DESIGN AWARD - 2010

Dear **Sirs**,

The Council presents Design Awards to Member-Exporters of the Council, Free-lance Designers and Students of Design Course Institution every year. The Design Award was instituted by CLE during January 1997. The "Design Award" is for increasing 'Fashion & Design' awareness in the country and help Indian leather and leather products find a place of prominence in the global fashion world of leather. It also encourages promoting design capabilities within the country to create a contemporary image for Indian leather products in markets abroad. This year also, it has been decided to get entries from Manufacturers / Exporters of Garments, Leather Accessories & Footwear Components, Free lance designers and students of Design course etc., can also participate in the Design Award 2010. **Design entries from the Students of Design Course Institutions should be submitted through their Institution Head / Department head only. The direct design entries received from the students will not be accepted for the Design Competition.**

The entry fee per product-design is as follows:

1	Manufacturer-Exporters of leather products	Rs 1000/-
2	Free-lance designers	Rs 1000/-
3	Design course students	FREE

One 'free entry' is allowed with one compulsory 'payment entry'. Any number of entries can be sent. The exhibits (**leather garments, leather bags, other leather goods / accessories and Footwear Components**) must be securely packed with a write up about the product (not exceeding 100 words) and together with the Cheque / DD drawn in favour of "**COUNCIL FOR LEATHER EXPORTS**", be sent to **Design Awards 2010, C/o. Fashion Studio, Central Leather Research Institute, Adyar, Chennai – 600 020 on or before 30th October 2009** under intimation to this Office. The entries may be related to the Autumn Winter 2010 / 2011 season.

The selection of designs will be done by a Jury Committee comprising of experts and eminent industrialists from Leather sector. The awards will be distributed during the Leather Week 2010 (Jan 27 – Feb 3, 2010). The designers' collection will be exhibited at a Special Pavilion at the India International Leather Fair 2010..

Thanking you,

Yours faithfully,

(Ali Ahmed Khan)
Executive Director.

Cc to: 1. Shri Md. Sadiq, Scientist, CLRI, Adyar, Chennai-600 020
Regional Office, CLE, Delhi / Mumbai / Kolkata / Kanpur / Agra Extn.Office