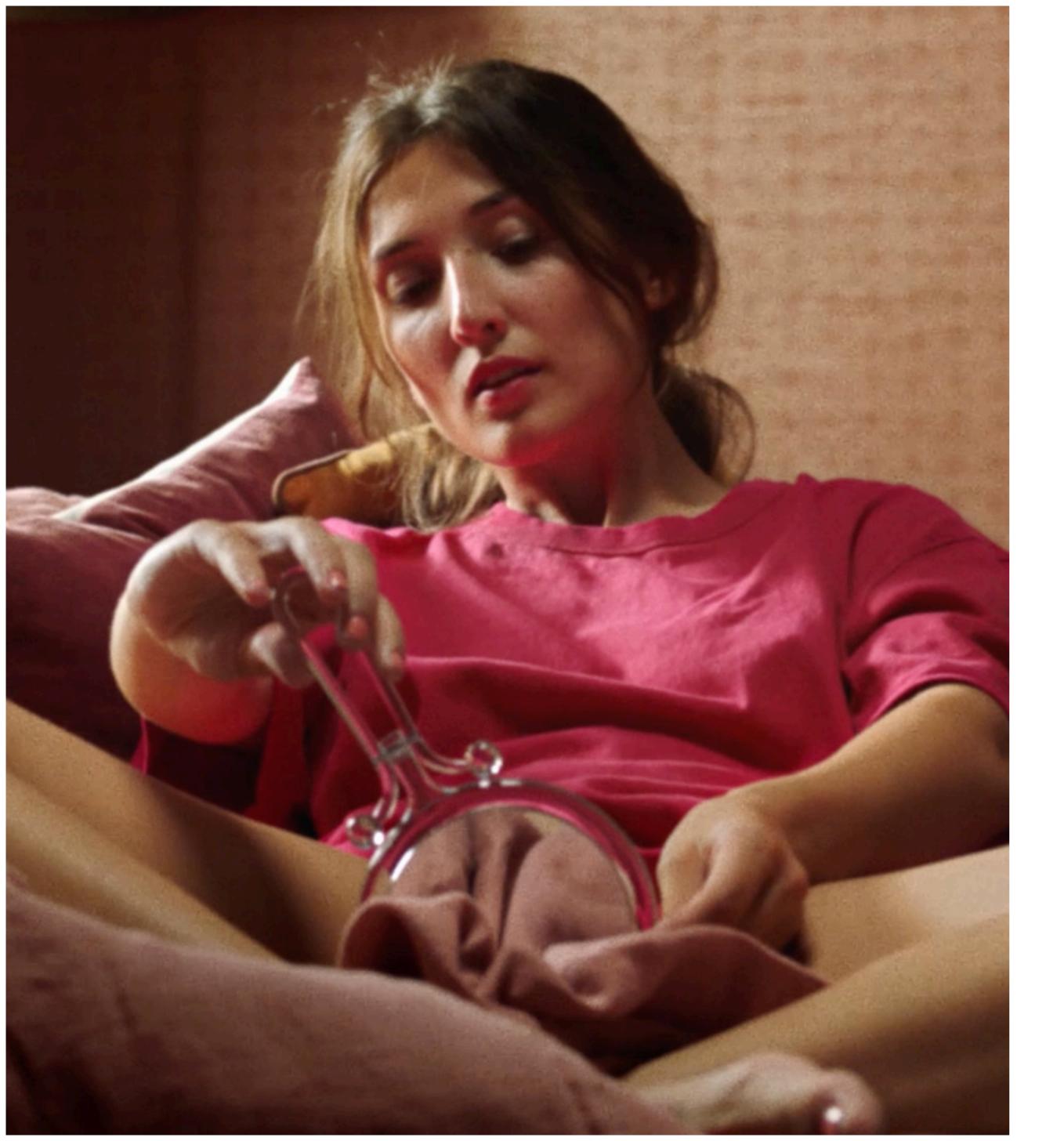


# CALL TO ACTION

Design a garment or item inspired by our Viva La Vulva film that breaks the taboos around the vulva and subverts the idea of a 'Designer Vagina'.





### WHAT WE'RE AFTER

'Designer Vagina' is the common term used to describe labiaplasty, a form of plastic surgery becoming more prevalent amongst young women insecure about the look of their vulva and vagina.

We are going to fight this growing problem head on, by getting your help to repurpose the term.

We want the term 'designer vagina' to no longer mean vulva cosmetic surgery, but instead mean vulva confidence and diversity.

That is why we are commissioning five (5) designers to turn the idea of a Designer Vagina on its head and design and create a real designer vagina / vulva to end the era of shame. Although you will be making this on behalf of a brand, these garments/items will be pieces of culture that positively depict the diversity of a vulva.

Crucially, these commissions will be in the form of bursaries awarded to new and emerging fashion talent, judged by industry leaders.

The selected ideas will be awarded a bursary of £2,000 to bring their creations to life.

We will showcase the winning designs, and create content featuring these garments that will run across our platforms.

It is important to note this is open to all people, regardless of your gender or what gender you identify with.

## KEY INFORMATION

- **Deliverables:** 5 x fashion garments/items (1 per winner)

- **Duration:** Complete germent / item by 31st January 2020

- Pitch by: 10th November 2019

- Total Production Budget: £2,000 per winning design. X 5 winners

- Market: Global

- Intended use: Online





## BACKGROUND

What's the perfect vulva?

Something that's anything but theirs, according to almost half of women (44%), who admit they feel embarrassed by their vulva.

Why?

Because of the toxic cocktail of historical prudery around women's genitals and the recent explosion of porn – two extreme yet complementary sides of a taboo, pressuring women to believe their genitals should look a certain way.

As a result, many women ignore what normal looks like (7/10), demand a 'designer vagina' (labiaplasty is the fastest growing cosmetic surgery in the world), and millions avoid cervical cancer tests over embarrassment, putting their health at stake.

In 2019, Bodyform (a UK period protection and intimate care brand) decided to put an end to the era of vulva shaming and developed a campaign called Viva La Vulva, which intends to foster a more open culture where women can feel proud of what they have.

Because if we can't have a positive, unashamed relationship with the most intimate part of our body, we can't have a positive relationship with ourselves.

Search 'Viva La Vulva' to watch our film.

### CREATIVE DIRECTION

Your idea can be in any form (t-shirt, skirt, dress, jacket, trousers, headwear, shoes, bag etc) and in any style, any fabric\*, colours and patterns, something that celebrates vulva diversity to end the shame around the appearance the need for a 'Designer Vagina' – we are looking for something that is unique, exciting and impactful.

Your pitch can include the design, visual references, ideas on the kinds of fabrics you would use and anything else that shows how you want to depict vulvas in a positive, normal way. It can be funny, it can be poignant, it can be outraged, it can be badass, the vulva can be incidental, it can be anything as long as we are pushing back the taboos and shame around the vulva.

Remember, this campaign is all about vulva diversity. So designs which acknowledge various skin colours will be particularly embraced by the judges.

#### CAST

Casting of a model to wear your garment will be your own undertaking and must be within your budget but you can include suggestions of your model in your pitch if it helps illustrate your idea. This is a global campaign so we would encourage you to be as diverse as you can. Diversity of age, sizes and colours is welcomed.





## TONE

We want to push boundaries, we want to be provocative, we want to see things we never see. But here's the thing. Your design should be a celebration. It should not be vulgar for the sake of being vulgar. And while we are definitely not looking for an advert, you are making it on behalf of a brand. So, we should stay clear of current politics and religion. Our fight transcends these things.

### PROCESS AND TIMELINE

To be considered for this project, we're first asking for you to 'pitch' your idea. You can sketch a design and included any write-ups or visuals that will help bring your idea to life. It would be great to see any references of similar or appropriate work, if you feel it is relevant. Please include details of your production approach including breakdown of budget.

Any participants should have the name and signature of their fashion school confirming they are a student and send their pitch to designer.vagina@amvbbdo.com

#### The deadline for submitting your pitch is 23.59 on 10th November 2019.

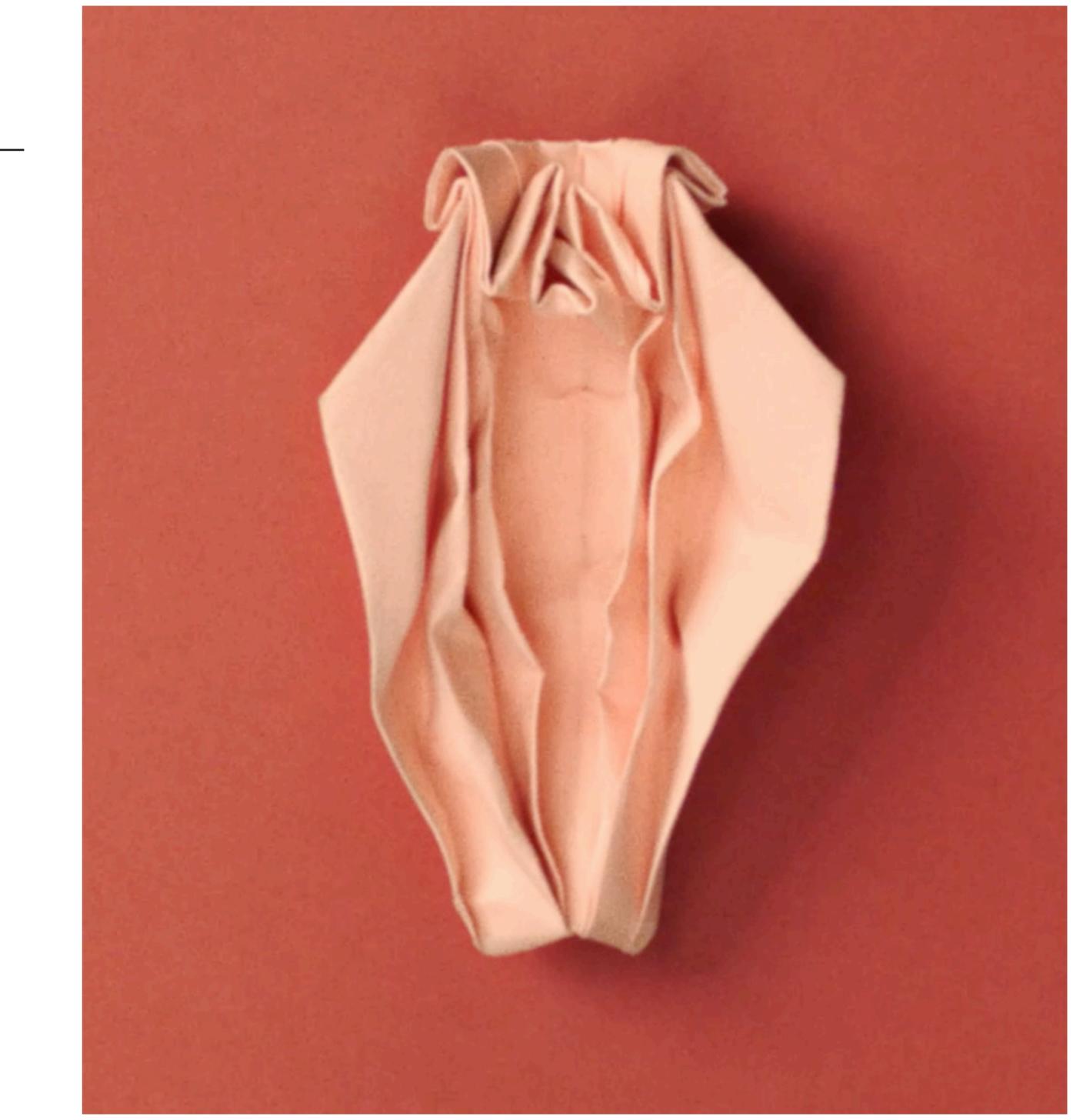
Once the brief has closed, we will review the pitch submissions and select a shortlist to present to the judging panel. We expect this review window to take approximately 2 week, after which you will be notified if you have been selected.

At any stage during the pitch review window we may wish to contact you to discuss your idea in more detail.

The production window is currently scheduled for December 2019 - January 2020, with the garment needing to be completed by 31st January 2020, so please ensure you are available for the project before participating.

Throughout the project we may want to take photography and video of the process and the final garment (this will amount to no more than a total of three days), and we may ask you questions for PR / website purposes. You and your model must be comfortable with this.

You will need to sign a release form when entering.





## GENERAL GUIDELINES

In your pitch, please include links to your work, as well as any tonal references (photos or videos) that may help you describe your approach.

## JUDGING PANEL

The panel making the final selection will be made of fashion and creative industry leaders as well as representatives from our agency.

## BRAND/PRODUCT INSIGHT

Who is Bodyform?

One of the UK's leading feminine protection brands, Bodyform's purpose is to break taboos around periods and female genitalia so women can live the life they want.

https://www.bodyform.co.uk/

Who is Essity?

Essity is a leading global hygiene and health products company. The Group develops and produces sustainable personal care, tissue and health products. Sales are conducted in about 100 countries under many brand names.

This campaign may launch globally, and, in some countries, there will be different brand names e.g. Nana France, Libresse Sweden.

