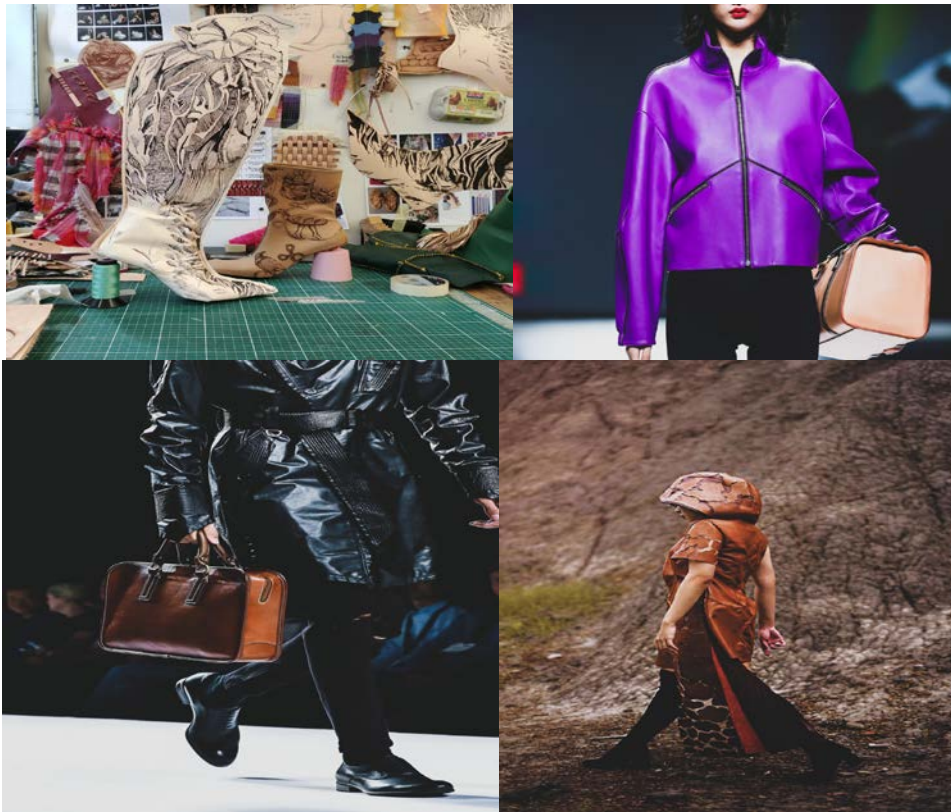




**LEATHER AND HIDE**  
COUNCIL OF AMERICA

## Call for volunteer Design Competition judges



**Africa Leather and Leather Products Institute (ALLPI) and  
Leather & Hide Council of America (L&HCA)**

**“Real Leather Stay Different  
Young African Leather Designer Talent Showcase”**

# Africa Regional Design Showcase Brief.

ALLPI and L&HCA are delighted to host the “**African Real Leather. Stay Different. Student Design Showcase 2023**”, a search for the best of Africa’s new designers and for those who want to promote slow style and a more sustainable future for fashion.

Real Leather. Stay Different is a global campaign that last year reached some 750 million people around the globe. It makes the case for leather and other natural materials, and for making the best use of society’s waste, particularly the hides that are by-products of the dairy and meat industries, before looking to the petrochemical industries for manmade materials. Flexible and durable, leather is part of a more natural alternative to ‘fast fashion’.

[www.chooserealleather.com](http://www.chooserealleather.com) is a place for inspiration, information, and creativity with contributors ranging from craftspeople to designers, stylists, and photographers to retailers talking about leather and debating the future of fashion and sustainability.

The competition opened on the 18<sup>th</sup> April, 2023 and the process of recruiting volunteer design completion Judges has commenced. The following are the category of Judges required:

- A recognized figure in the world of African fashion (whether in apparel, shoes or accessories) who can bring in some insight on uniqueness, market relevance, practicality etc of the selected designs.
- An industry expert who champions the use of leather as a sustainable textile.
- A fashion media representative who reports for a credible and authoritative media outlet in the fashion space.

The selected judges will encourage thinking about our planet’s future and to combat waste. They will challenge the participants to create an original, innovative, and visually stunning design, in one of three categories of apparel, accessories or footwear made from real cattle leather. They will also oversee how entrants approach creatives that will not only last, but be loved, for a lifetime.

Those interested to be part of this prestigious and first of its kind in Africa event can submit their updated CV not later than **30<sup>th</sup> June, 2023** to both the following email addresses:

[blen@251communications.com](mailto:blen@251communications.com); [prestonv@allpi.int](mailto:prestonv@allpi.int)

For more information about the competition please go to the following link: [rlsd.internationaldesigncomp.com](http://rlsd.internationaldesigncomp.com)