



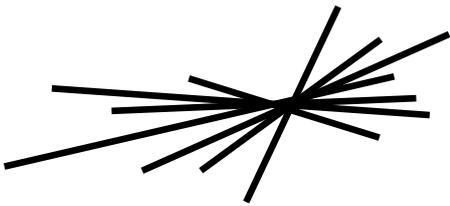
Submission Guide

Collaborating
Designing
Sharing



AWAYTOMARS is not a fashion brand. It is a platform that aims to break the current creative process in the fashion industry, proposing new interactions with the fashion system”

– VOGUE



Who We Are?

AWAYTOMARS is the first online platform that brings new format for connections within the fashion industry: a disruptive model, giving to people total control over the value chain, building a fair and strong relationship. We are a collaborative platform promoting design-thinking, co-creation, crowd-funding and profit-sharing.

Our objective is to be a reference and inspiration in design, form and concept: to interpret the wishes of our customers. Our goal is to promote creative thinking, innovation and high quality aesthetics with a platform that empowers the community.

We want to change the way people interact with the design process and buys fashion online, and our premise is simple: make things as collaborative as possible; provide access to the best manufacture and techniques to develop your own ideas online.



How Can I Join The Mission ?

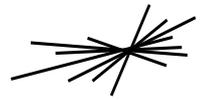
You can be part of this movement as a designer and/or helping designers with feedback and support.

Designers should submit their own work for evaluation via the online platform and include a image and any other helpful description of their work.

Supporters should participate to the conversation via the online feedback system. During the process, supporters can demonstrate their keen fashion insight while giving valuable feedback to designers.

AWAYTOMARS is open and accessible to anyone in the world who is 14 or over (depending on age restrictions within participants' countries). No entry fee is required from the participants. The participants may apply either as an individual, or as a collective.

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| <h2>1</h2> <p>Create An Account Or Sign-In</p> | <h2>2</h2> <p>Submit Your Design</p> <p>Upload your idea on the co-creaion board tab at awaytomars.com</p> | <h2>3</h2> <p>Feedback From The Community</p> <p>All designs will be discussed by the community: this is the power of co-creation!</p> | <h2>4</h2> <p>Fashion Show</p> <p>Successful designers receive support to develop their designs, a photo shoot, showcase at an international fashion show and the chance of having their item produced in co-branding.</p> |
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What Do Submitters and Selected Designers Receive?

For design submitters, **AWAYTOMARS** yields a number of benefits. All design submitters receive our helpful Designer Improvement Report, with all the valuable feedback received from the community during the discussion period.

- Successful designers receive support to develop their designs, a photo shoot, showcase at an international Fashion Show and the chance of having it produced as a co-branded item
- Designs successfully concluding the crowd-funding campaign, will be produced and part of the profits will be shared with the designer.
- All participants will get a customised consumer report detailing potential markets.

Additionally, members of the public who actively participate and whose and will receive, among other gifts, discounts and credits to be used on awaytomars.com



What Designers Get?

Opportunities to Introduce your ideas!

Introduce your Ideas

AWAYTOMARS supports you and gives you the opportunity to fulfill your dreams by introducing your work to the world and letting you hear what the world has to say. All the submissions are evaluated fairly and equally by the public.

Develop your designs

Submitters receive feedback from both the general public and peer designers through our unique **CO-CREATION BOARD** that allows the community to give feedback and help to improve the designs.

Become a Successful Designer

AWAYTOMARS provides an opportunity for promising designers to debut in the global arena. Designers selected by the public will receive support to develop their designs with international factories, a photo shoot, showcase at an international Fashion Show and the chance of having it produced as a co-branded item.

Get Remunerated

Designs successfully concluding the crowd-funding campaign, will be produced and part of the profits will be shared with the designer and the community members who advised on product improvement.



What Members of the Public Get?

Opportunities to be part of a disruptive movement

Discover new designers

Please assist us in discovering hidden, talented designers and supporting their development into the new leading designers of the global fashion industry. By participating, you can help the designers raise a global fan base. Do not hesitate to give **AWAYTOMARS** designers advice, encouragement, and constructive criticism.

Take part on the development process

AWAYTOMARS will select the most active users to be part of a unique chance of helping our team to develop the next collection.

Get rewarded

The most active members of the public will be invited to attend to the next Fashion Show, as well as will receive credits to purchase products on **AWAYTOMARS** platform.



Submit Your Work

At AWAYTOMARS we like to promote innovation and design thinking. We stimulate new and original ideas.

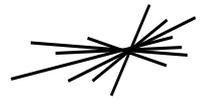
Designers can freely work on whatever topic they want-there is no limit to your expression (except for those written in the “Designer’s Responsibilities” section).

AWAYTOMARS prefers submissions created without using animal products, precious metals or stones.

Anyone age 14 or over who loves fashion. AWAYTOMARS can be entered individually or in teams of up to 4 people.

Include a written description a image and try to point all the individual characteristics that make your design special using the **KEY FEATURES** option on the design page.

Submitted items must be self-designed. AWAYTOMARS prefers items manufactured for under USD 200.

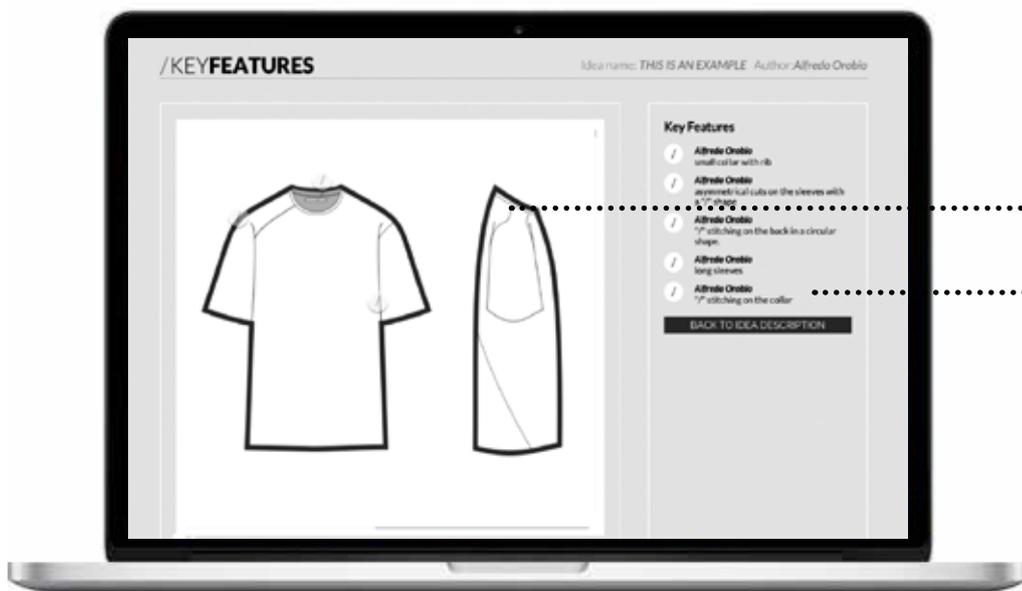


Submission Method

You should use a image to showcase your design. How you choose to show you're your idea is completely up to you.

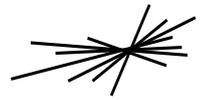
Designs may be submitted as any image - photo, picture, sketch, illustration, etc. However, to increase your chance of getting a most accurate feedback, we recommend using the **KEY FEATURES** tool on the application form to show all the singularities that make your idea special and unique.

Online applications can be submitted in any language, but it is recommended that the title and participant name be written in English. In addition to the title and brief description, the application form includes space for a written description of the work and pointing the **KEY FEATURES** of your idea. Written descriptions should include a design concept and explanation.



Exclusive online tool allows designer to mark key features on design piece.

Members of the public can log in and send feedback / suggestions about specific parts of the design



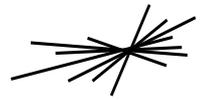
How to Submit a Design Idea

Try to write as much information as possible. All your motivations, inspirations, the target market.

Show all the important features of your design using our exclusive tool **KEY FEATURES** where you can mark all the important points of your design and where members of the public can comment and give feedback for each particular point. The more information you give, the more accurate will be the feedback you will get.

We uploaded an example of a design on the Co-Creation board section of the website to show how people will see your design.

Don't hesitate to contact us if you have any questions on how to submit your design at join@awaytomars.com or on our Facebook page: facebook.com/awaytomars

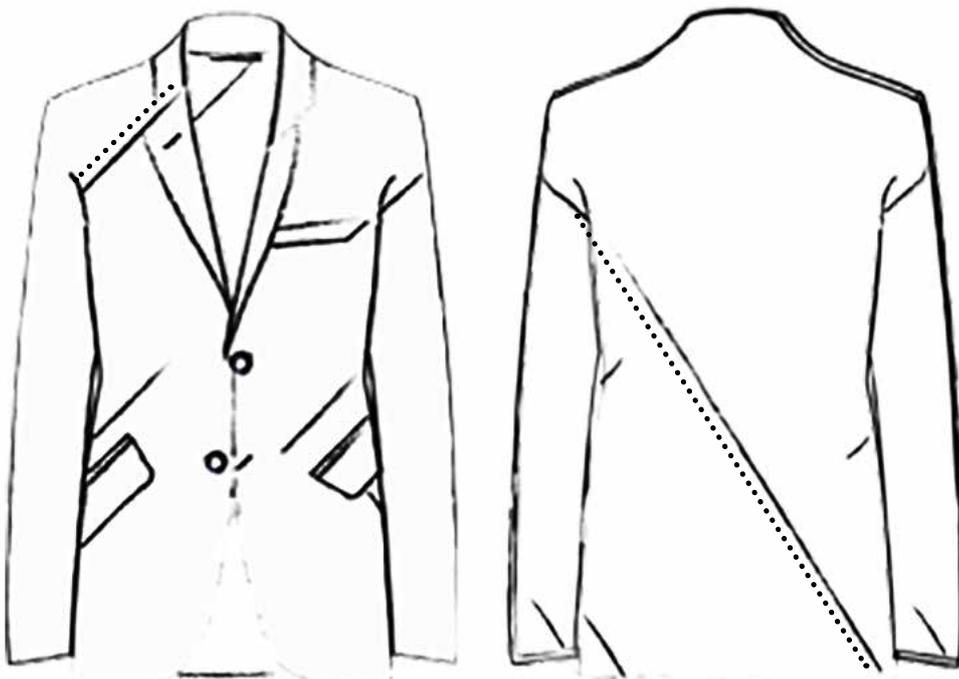


Permanent Collection

AWATOMARS have developed in the past years a unique permanent collection that will be on sale soon.

The idea of the permanent collection is to rethink the basics with an innovative and unique way of building the pieces. All the designs that form the Permanent Collection have the function of white canvas for designers that want a start point or to designers that want to propose a print or pattern.

A pack of our permanent collection white pieces can be downloaded on the link: <https://goo.gl/Y3SqY3> and can be manipulated by anyone.



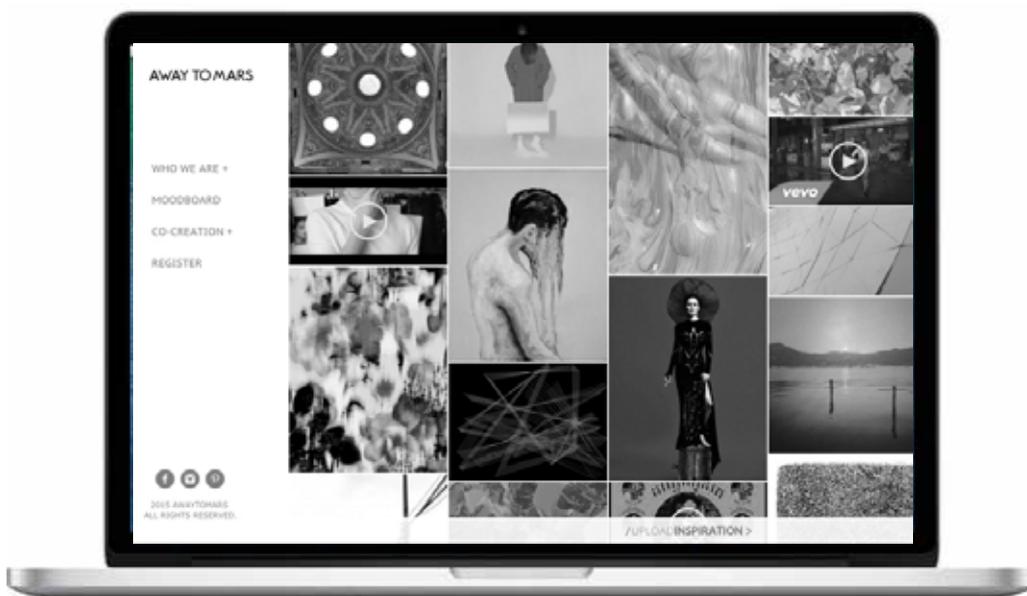
Exclusive brand-signature THE SLASH CUT was developed to make our permanent collection unique.



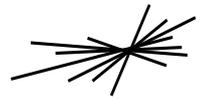
Inspiration Board

Inspire and get Inspired!

At **AWAYTOMARS** we like to involve the community in to all the aspects of designing, from inspiration to development of ideas. That's why we build a collective moodboard on our website a allows people from the community to upload any kind of inspirational material: images, colours, songs.



Members of the public can log in and upload what inspires them



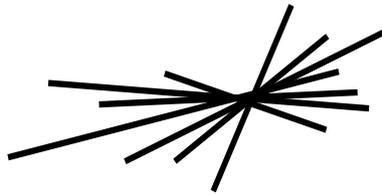
Designers' Responsibilities

During the interaction period, submitters are responsible for reviewing and evaluating peer designers' submissions.

Design submitters who do not fully participate in the evaluation process may find that their own submissions have been excluded from the contest.

Works submitted to **AWAYTOMARS** should be the original creation or property of the designer. If the designer would like to use a copyrighted logo, pattern or character, proper licensing must be obtained before uploading the work to **AWAYTOMARS**. Any issues regarding copyright or plagiarism will become the sole responsibility of the designer, and their works will be excluded from the contest.

Furthermore, works that include hate speech, violence, sexual harassment, racism, sexism, religious or political discrimination, stolen content, violence against animals, or generally offensive material are banned and can be excluded from winning prizes even if they receive winning votes.



AWAY TO MARS