

# OFFICIAL YEAR 3 RULEBOOK



## CONTEST OUTLINE

---

The Indigo Invitational is the world's best and most-inclusive denim fading contest. All brands, all weights, and all comers are welcome. There's no fee to enter. Your brand-new jeans are your ticket to ride.

There are three rules that cover just about everything:

- Rule 1: Denim must be raw.
- Rule 2: Fades must be natural.
- Rule 3; Support each other.

While straightforward, these rules leave some room for interpretation. We discuss each of these rules in detail below.

## THE RULES

---

1. Denim must be raw.
  - Your competition pair must be brand new, dry, and raw (no pre-faded jeans).
  - We prefer pairs with their tags still attached.
  - We will also accept pairs without tags, but you'll need to send us close-up photographs (crotch, seat, backs of knees, etc.) shortly before the start date to verify that the jeans are in unworn condition.
  - Keep your jeans dry until the start date. No soaking or washing before the contest begins.
  - Except for trying on for fit, first wear should be on April 1<sup>st</sup>.

- Other than hemming, alterations before the start date are strongly discouraged.
2. Fades must be natural.
    - No sanding or pinching. Let the fades develop naturally.
    - No bleach or other caustic agents (you can use a little bleach in the wash, but do not apply bleach or any other lightening agent directly to your denim).
    - Ocean washes are fine, but sand scrubs are not. By all means, go for a swim in your jeans, but leave the sand on the beach.
    - Starching is strongly discouraged.
    - The Golden Rule: Do *nothing* that gives you an unfair edge over your competitors.
    - Wash (by hand or machine) as many times as you like.
    - Repair your jeans as many times as necessary.
    - Hand repairs (e.g., sashiko or patching) are encouraged.
    - Professional repairs are also allowed.
  3. Support each other
    - This is a tight-knit community with a shared love of raw denim and fades. We encourage and support each other. Abuse in any form will not be tolerated.

## HOW TO ENTER

---

To enter the competition, complete all of the required fields on the Indigo Invitational Registration Page. You'll receive an email confirming your registration. Registration will be open until April 10<sup>th</sup>.

If your jeans will be arriving after April 10<sup>th</sup>, follow the instructions for late submissions below.

To complete your entry, submit raw proof and your first update gallery on the Submissions page between March 30<sup>th</sup> and April 10<sup>th</sup>. For submission guidelines, see below.

## RAW PROOF

---

All competitors must provide raw proof (photographic evidence that allows us to confirm that your jeans are brand new on the first day of the competition).

Raw proof can take one of two forms:

1. Pictures of your jeans folded with the tags still on them (preferred)
2. If the tags have been removed, submit close-up pictures of key fade areas (crotch, seat, backs of knees, and hems). Jeans that show *any* signs of wear will not be eligible.

On March 30<sup>th</sup>, we will release the Y3 raw proof hash tag. This hash tag must be included with all raw proof photographs. See RAW PROOF and UPDATE examples below.

NB: Do not wear your jeans until after you have submitted raw proof and your first gallery.

## UPDATE GALLERIES

---

On or around the first of every month, all competitors must submit two photographs (front and back). We prefer fit pics, but lay flats are also fine. Try to be consistent from month to month.

NB: Only those who submit updates EVERY month will be eligible for the Top 50 and raffle prizes. If a crisis intervenes, making an on-time update impossible, email us as soon as you can.

When taking your update photographs, fill the frame with your jeans. Highlight your jeans, not your outfit.

NB: Do not edit official updates.

With all photographs, remember to consider things like the lighting and the background. We encourage all competitors to read our [denim photography guide](#).

NB: Instagram and Facebook posts do NOT count as update galleries. Updates must be submitted through the website.

NB: By agreeing to participate in the contest, you agree that all proof of raw and fade progress photos collected by the organizers either in the FB group, via official submissions or via email can be used at the organizers' discretion. We promise to use all photos tastefully and responsibly.

## LATE ENTRIES

---

Late starts are fine. If you're waiting for your pair to arrive, make sure to register before April 10<sup>th</sup>. As soon as your jeans arrive, email us your raw proof and your first update gallery. Remember to include the hashtag in your raw proof photos.

## JUDGING

---

Judging will be conducted in three stages:

1. After 365 days of fading, the founders will pick the top 50.

2. The top 50 will be posted on the website and registered competitors will be encouraged to vote for their favorites.
  - The top 16 will automatically go on to the next round.
  - The founders will select 4 deserving wildcard pairs.
3. The 20 finalists will be reviewed by a panel of judges (denim industry insiders, bloggers, and influencers). The judges will deliberate and pick our Top 10.

NB: Panelists can participate in the competition, but they are not eligible for prizes.

NB: Sponsors are eligible for prizes. They have the option to pass their prize pick down to the next fader in line, but they are not obligated to do so. Everybody is eligible except for the founders and those on the judging panel.

## SAMPLE RAW PROOF & UPDATE GALLERIES

---

### RAW PROOF



### LAY FLATS



**FIT PICTURES**



**SOCIAL MEDIA GUIDELINES**

---

The **Facebook** group will be the main liaison point for all Indigo Invitational updates and conversations. The group will remain private for the duration of the contest; only approved members will be able to view, like, and comment on posts. Observers are welcome, but we want to restrict the membership to denim enthusiasts.

You can also find us on [Instagram](#). We'll be posting highlights from the group, engaging with denim lovers and makers all over the world, and sharing news from our sponsors. Use the #indigoinvitational and #tourdenimes hashtags liberally.

Finally, when engaging with posts on either FB or IG, follow the golden rule: don't disparage other competitors' efforts. Treat female competitors respectfully. Any racist or misogynist comments will result in immediate expulsion from the competition. We're all here to have fun. That fun should *never* be had at another competitor's expense.

If you have any questions, you can reach the founders [here](#).