

OFFICIAL RULEBOOK



INDIGO INVITATIONAL PRESENTS

THE REDLINE RALLY YEAR 2

CONTEST OUTLINE

Like the Indigo Invitational, the Redline Rally represents a unique opportunity to bring all of our focus to a single garment. We denimheads are in a constant struggle with the collecting impulse. We add a few shirts to the rotation every year, and the faded masterpiece we hold in our mind's eye never seems to materialize.

The fading competition gives us all the reason we need to put the rotation aside for a year. We know that this can produce incredible fades in as little as 6-8 months with a pair of jeans, but what will happen when we try to fade a shirt or a jacket in the same way? The Redline Rally is how we find out.

The rules are straightforward:

- Everybody starts at the same time with a brand-new made-to-fade shirt or jacket.
- Contest lasts for 365 days (Jan 1, 2023 – Jan 1, 2024)
- All fades must be 100% natural (no sanding, scrubbing, or pinching)
- Competitors must submit monthly updates via the REDLINE SUBMISSIONS page

Our first priority is the integrity of the community that we have all built together. We will continue to hold competitors to a high standard of conduct so we can preserve the spirit of camaraderie that knits us all together.

COMPLETE CONTEST RULES

1. Shirt or jacket can be purchased from anywhere you like, but we encourage all competitors to support our sponsors.
2. Brand new made-to-fade shirts and jackets ONLY (no pre-faded shirts or jackets).
 - Competitors must provide raw proof (front and back pictures including the hash tag to verify that the shirt or jacket is still in unworn condition). Raw proof will be submitted through the REDLINE SUBMISSIONS page.
 - Pictures with the tags still attached are preferred.
 - If we have questions about the condition of your shirt or jacket, we will send you an email asking for close-up photographs.
 - No washing, soaking, or wearing until AFTER the contest begins.
 - No alterations before the start date.
3. Fades must be 100% natural.
 - No sanding, scrubbing, or pinching. Do not press creases into the jacket or shirt. Let the fades develop naturally. Wear. Wash. Repeat.
 - 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 the garment).
 - Ocean washes are fine, but sand scrubs are not. By all means, go for a swim in your shirt or jacket, but leave the sand on the beach.
 - Starching is strongly discouraged.
 - Wash (by hand or machine) as many times as you like.
 - Repair as many times as necessary

4. Competitors must submit updates between the 1st and the 7th of every month through the REDLINE RALLY SUBMISSIONS page. The page will only be active during this submission window. Only those who have submitted updates every month will be eligible for the final judging.

The Golden Rule

Do nothing that gives you an unfair advantage over your fellow competitors.

HOW TO ENTER

All competitors must first register through the website, completing all the required fields. You should receive an email confirmation when we receive your registration.

Registration will be open from October 1st to January 15th of 2023. If your shirt or jacket will be arriving after the start date, follow the instructions for late submissions below.

To complete your entry, submit your raw proof with the hash tag between January 1st and January 15th of 2023.

We will review all registrations and submissions. If there are any issues, we will email you.

RAW PROOF

As with the Indigo Invitational, we will release a hashtag on the day before the competition begins. The hashtag must be included in both the front and back picture of the shirt or jacket.

If the garment has tags, leave those tags on for the raw proof photographs.

NB: If the shirt or jacket shows any signs of wear, you will not be eligible for the Redline Rally. Do NOT wear the shirt or jacket at all until you have submitted your raw proof photos.

MONTHLY UPDATES

The REDLINE RALLY SUBMISSIONS page on the website will be used for all monthly submissions. During the first week of each month, all competitors must submit two photographs (front and back).

The submissions page will only be active for the first week of every month. Submissions must be received by 11:59PM JST on the 7th of every month. Only those who submit updates every month will be eligible for the final judging.

NB: Do not edit official updates.

When taking your update photographs, fill the frame with your shirt or jacket. Highlight what you are fading, not your outfit.

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.

LATE ENTRIES

Provided that you submit your proof of purchase before May 15th, late starts are fine. As soon as your shirt or jacket arrives, follow the guidelines for raw proof. Remember to include the hashtag in your first photographs (no matter when you submit them).

NB: By agreeing to participate in the contest, you agree that all raw proof and fade progress photos collected by the organizers either in the FB group, via official submissions, or through the submissions@indigoinvitational.com email address can be used at the organizers' discretion to promote the contest and update the contest's followers. You also agree for organizers to submit your photographs to third parties (our judges) for review. We promise to use all photos tastefully and responsibly.

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 Indigo Invitational website. Registered competitors in either the Redline Rally or the Indigo Invitational can vote for their favorites.
 - The top 16 will automatically go on to the next round.
 - The founders will select 4 deserving wildcards.
3. The 20 finalists will be reviewed by a panel of judges (denim bloggers and influencers). The judges will deliberate and pick the winners.

Our judging panel is not yet finalized. If you are a denim blogger or influencer and you want to help us pick our winners, reach out to us [here](#).

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

NB: Sponsors are eligible for prizes. If they win, 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 the judges.

SAMPLE RAW PROOF

Below are examples of acceptable submissions. Either lay flats or fit pics are fine, but it is best to be consistent from month to month.

LAY FLATS



FIT PICTURES



SOCIAL MEDIA GUIDELINES

The **Indigo Invitational Facebook Group** will be the main liaison point for all Redline Rally 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.

The Redline Rally will share competitor and contest updates via the Indigo Invitational [Instagram account](#). Use the #RedlineRally hashtag 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](#).