



**OFFICIAL Y3  
RULE BOOK**

## CONTEST OUTLINE

Like the Indigo Invitational, the Redline Rally represents a unique opportunity to bring all our focus to a single garment. Rather than collecting many shirts and fading none of them, we can stop collecting for a moment and fade just one of them to absolute perfection.

After two successful Rallies, we know for a fact that those who remain disciplined can produce spectacularly faded jackets and shirts inside a year. Try the Rally for yourself. You'll see.

The rules are straightforward:

- Everybody starts at the same time with a brand-new made-to-fade shirt or jacket
- Competitors are allowed to register one shirt and one jacket, but they can only submit one of these at the end of the competition for judging.
- Eligible fabrics:
  - Raw Denim in any colour
  - Waxed Canvas
  - Sashiko, Dobby, or Kersey
  - Chambray
  - Natural Leather (shirts only)
- Contest Lasts for 365 Days
  - June 1, 2024, until June 1<sup>st</sup>, 2025
- All Fades Must be 100% Natural
  - No sanding, bleaching, or pinching
  - Scrub during washing if necessary, but don't overdo it
- Competitors Must Submit Monthly Updates
  - All updates are submitted on the website
- Preserve the Indigo Spirit
  - We will hold competitors to a high standard of conduct.

## NEW FOR YEAR THREE

### **Redline Re(Pair)**

- For the first time, we are allowing competitors who have completed a full competition to return for a second lap of the track in their Redline Rally pieces.
- As with the Indigo Invitational, this is a trial run, so we will limit entries. We will only accept the first 25 pieces to enter in the Re(Pair) category.
- Competitors will only be allowed to enter one piece in the Re(Pair) category.
  - Competitors are allowed to compete in both the Re(Pair) and the classic Redline Rally, but the same rules apply. Competitors are only allowed one jacket and one shirt. Re(Pair) pieces will count against this total.

- Eligible competitors will receive an email with more information and instructions.

## **Natural Leather Shirts Now Eligible**

- We are allowing leather into the Redline Rally for the first time this year.
- For the first year, we are only allowing UNLINED NATURAL LEATHER SHIRTS into the Rally.
- Iron Heart's Pale Rider is the best example, but there are others.
- Leather shirts can be registered as either a shirt or a jacket.
- If you have questions about whether a leather shirt will be eligible, email us at [enquiries@indigoinvitational.com](mailto:enquiries@indigoinvitational.com).

## **COMPLETE CONTEST RULES**

- 1. Shirts or jackets can be any brand you like, and they can be purchased from anywhere you like**, but we encourage all competitors to support the brands and retailers that support this competition.
- 2. Only brand-new shirts and jackets will be accepted.**
  - No factory 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). Registered competitors will receive an email with detailed raw proof instructions on May 28<sup>th</sup>, 2024.
  - Raw proof 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 you to re-submit. If you do not receive an email, your raw proof has been accepted.
  - 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. Go for a swim in your piece 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 monthly updates for the duration of the competition.**
  - All up-to-date competitors will receive an email with a submission link at the end of each month.
  - Submissions must be received before 23:59 Tokyo Time on the 7<sup>th</sup> of each month.
  - Only those who have submitted updates every month will be eligible for the Top 50.

## 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, but the confirmations do not always work. Unless you receive an error message, we have received your registration.
- Registration will be open from February 7th, 2024, to June 15th, 2024. If your shirt or jacket will be arriving after the start date, register before the deadline. When your piece arrives, follow the instructions for late submissions below.
- We will release a raw proof hashtag on May 28th and email it to all registered competitors. See instructions for submitting raw proof below.
- We will review all registrations and submissions. If there are any issues, we will email you. No news is good news.

## HOW TO SUBMIT RAW PROOF

- Raw Proof is how we verify that your piece is brand new on the start date. Raw Proof is simply photographs of your piece that include a special hashtag, which is released at the beginning of the competition.
- The hashtag (released on May 28th) must be included in both raw proof photos. It should be written on a piece of paper. Do NOT add the hashtag to the photos digitally.
- 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.
- Around the 28th of June, the submissions page will no longer be the place to submit raw proof. It will say this at the top of the page. If you need to submit raw proof after this date, email your photographs to [submissions@indigoinvitation.com](mailto:submissions@indigoinvitation.com). No matter how late your entry, make sure to include the hashtag in your raw proof photographs.

## MONTHLY UPDATES

- The REDLINE RALLY SUBMISSIONS page on the website will be used for all monthly submissions. We will email all competitors at the end of each month reminding them that is time to submit and providing a submission link.
- The submissions page will only be active during the submission period, which ends at 23:59 Tokyo Time on the 7th of every month. Only those who submit updates every month will be eligible for the Top 50.
- **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 (linked here).
- **NB: Instagram and Facebook posts do NOT count as updates.** Updates must be submitted through the website.
- **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 founder will pick the Top 50.
  2. Members of the Community will then be invited to vote for their favourites.
    - The Top 16 will automatically go to the final round.
    - The founder will select 4 deserving wildcards.
  3. The Top 20 will then be reviewed by a panel of judges (denim bloggers, industry insiders, etc.)
    - Each judge will provide a ranked Top 10. Based on this we will have our final Top 10.
- Our judging panel is not yet finalized. If you would like 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.

## 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.