

# SILK ROUTE

## Jilbab Design Competition



## SUPPORTER PACK

Let your creativity flow...Get 'StyleIn!'

We all know that the Muslims from California to Kuala Lumpur are brimming with talent, creativity and energy. So Silk Route is back on the search for that special someone who can fuse Modesty with Fashion flare and create an iconic Jilbab/Abaya design for our sensational spring collection...and we want you to join us :)

Back in 2007 Silk Route made its mark on the Muslim Fashion scene with a UK design competition that 'Viralled' into a global phenomenon. Silk Route's design competition created an engaging and fun platform where over 100 exciting designs were submitted and over 60,000 people took part by voting, commenting and sharing. Remember this was all before the explosion of online social networking sites like Facebook, Twitter and You Tube :)

**This time round we want it to be truly global with designers submitting in their 1000s and people voting in their 100s of thousands. Look who we already have on board:**



A leading online fashion store with presence in Europe, North America, Africa, Middle East and South East Asia.

## SISTERS

A lifestyle magazine dedicated to fabulous Muslim women with a global distribution network.



'I love Allah' A facebook fanpage with nearly 5.9 million followers and recognized as the 15th most engaging fanpage by industry trackers.

With a combined reach of nearly 6 Million Muslim Facebookers, 15,000 mailing lists and over millions on TV...this is set to be the biggest style event of the Muslim 2011 calendar...be part of it!

### For More information contact:

amin@islamicdesignhouse.com  
07817135503  
Skype: marahman1dh

Launch Date: 01/07/11  
Voting Starts: 01/08/11  
Winner announced: 15/09/11

Note: With only 20 spots available for supporters it will be issued on a first come first serve basis

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The marketing geeks and gurus at Silk Route have taken inspiration from some of the most successful TV talents shows from around the world to create a design competition that will keep designers, voters, supporters and fans engaged through-out the whole process.

### Some exciting features we are looking to include:

**Weekly Elimination:** Will make sure that the submitters will rally all their friends, families and contacts to vote and keep them in with a winning chance, also helps to sieve out the best from the rest.

**Nation badges:** Each designer can choose to be identified from a certain country/nation and rally their countrymen/women to support them

**Sponsor/Support a winner:** As a supporter/partner you or one of your fashion conscious friends can submit their design and you can visually back them (with your logo) all the way to the finish line :)

The vibe of the competition is one that appeals to the professional as well as the amateur designer and the prizes for the top 3 designs are absolutely AMAZING!!!

**FIRST**  
£500  
Cash

The winner will work with our Head Designer, Adnan Khalid, and watch their design come alive in our spring 2012 collection.  
6 Months Paid Internship with Silk Route Design Team  
Fashion feature in Sisters/Aquila/Emel Magazine/Azizah/Gulnara/Hijabi (Arab magazines)

Be in with a chance of seeing your design featured in one of Silk Routes 2012 collection  
Fashion feature in Sisters/Aquila/Emel Magazine/Azizah/Gulnara/Hijabi  
(Arab magazines)  
Free annual subscription with Sisters/Aquila/Emel Magazine/Azizah/Gulnara

**SECOND**  
£300  
Cash

**THIRD**  
£200  
Cash

Be in with a chance of seeing your design featured in one of Silk Routes 2012 collection  
Fashion feature in Sisters/Aquila/Emel Magazine/Azizah/Gulnara/Hijabi(Arab magazines)

7 Runner ups will win £50 Gift Voucher to spend with IslamicDesignHouse.com  
Free annual subscription with Sisters Magazine .

**RUNNER  
UP**

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### **As a supporter you will benefit from:**

1. Great brand association as your name and logo will be lined up with the most innovative names in Islamic Fashion and Lifestyle
2. Global Exposure both through strong, engaging social networking platforms; Facebook, You Tube, Twitter etc. and print and TV media
3. Boost your Corporate Social Responsibility agenda, as we will be donating a percentage of Sales from the spring collection towards a Muslim Charity
4. Be recognized as an enterprising, Innovative, Islamic company that supports the next generation of talent
5. Logo on dedicated 'Supporters Page'
6. Logo will have link to your website
7. Brief text about yourself accompanying your logo
8. Your icon on all our dedicated mail-outs
9. Your icon on the bottom of every web page (will greatly increase your SEO)

### **As a supporter we would like for you to help us get the word out to every corner of the world by:**

#### **Newspapers/Magazines**

**Press release (on all your platforms including You Tube, Twitter, Facebook, Mail lists...etc) announcing**

1. The launch of the Competition
2. Launch of Voting Day
3. Announcing of Winner
4. Weekly Update especially on Tuesday (shortlist) Friday (eviction)
5. Interview with Silk Route
6. Interview with winner
7. Find a designer whom you and your readership will support
8. Transfer the album onto your Blog/Facebook page and link to website so voting can take place
9. Request your followership to visit/view/vote for the future talent of the Muslim world

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### Blogs/Vlogs/Forums/websites

Blog/Vlog post/message on all your platforms (You Tube, Twitter, Facebook, Mail lists...etc.) Announcing

1. The launch of the Competition
2. Launch of Voting Day
3. Announcing of Winner
4. Daily/weekly Updates especially on Tuesday (shortlist) Friday (eviction)
5. Review your favourite designs (2 designs per week)
6. Interview with Silk Route
7. Interview with winner
8. Find a designer whom you and your readership will support
9. Transfer the album onto your Blog/Facebook page and link to website so voting can take place
10. Request your followership to visit/view/vote for the future talent of the Muslim world
11. Change your Facebook/Twitter profile picture to our Design logo for the duration of the competition

### Organisations

Blog/Vlog/post/message on all your platforms (You Tube, Twitter, Facebook, Mail lists...etc.) Announcing

1. The launch of the Competition
2. Launch of Voting Day
3. Announcing of Winner
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