



« COUDS POUR ÊTRE UNE STAR » SEWING CHALLENGE

CHALLENGE RULES

CONCEPT

What is your dream outfit? What is the outfit you feel like a star in?

BOHIN is pleased to present its first « **Couds pour être une star** » sewing challenge!

Whether it's a wonderful dress, an incredible jacket or the mythical outfit of a celebrity you love, take part in the sewing challenge and show us your outfit! All the inspirations are good.

So, start your machines, get ready... Sew!

CATEGORIES

This contest will determine one winner and one runner-up in each of the following categories:

1) Star for a Day

Create the star outfit that you've always wanted to wear. The outfit you dream of wearing to walk the red carpet. Sequins, satin, chiffon, silk, feathers, velvet, glamorous or flared cuts, jacket, dress, jumpsuit, shirt... anything is possible as long as you feel good and proud of your achievement...

2) Star inspiration

You are inspired by a personality, an era, a designer, an art, a culture... some iconic outfits make you dream. Take the challenge to sew this star garment following your inspiration!

3) International star

Whether you choose to be a star for a day or to be inspired by a star, this category allows candidates from outside France to participate. So it's up to you to come up with the most beautiful international outfit!

HOW TO PARTICIPATE ?

- 1) You sew YOUR star outfit!
- 2) You post a picture or video of your outfit on Instagram between October 05, 2022 and November 13, 2022. Remember to properly enhance the outfit, show details to give yourself the best chance to win.
- 3) In your post, you tell us why you sewed this outfit, what inspired you and why it makes you feel like a star. Let us know which category you're entering.
- 4) Tag our Instagram account @bohin_france and add the hashtag #coudspouretreunestar
- 5) Make sure you have subscribed to our Instagram account!

You can participate as many times as you want!

Please note! We will only be able to judge people who have a public account. For people with a private account, it will be necessary to switch their account to public at the time of the deliberation, from November 13 to November 18, 2022.

Participants living in France participate will contest in categories 1 or 2.
Participants living outside of France will contest in category 3.

PRIZES

The winners of the 3 categories will each receive the following prize

- 3 years of BOHIN sewing equipment (i.e. 3 vouchers of 100 euros to be used on www.boutique.bohin.com)
- A lifetime pass for 2 people to visit La Manufacture Bohin and discover the numerous temporary exhibitions season after season.
- Exclusive BOHIN novelties (i.e. 3 novelties/year for 3 years, to be chosen among a selection)

The runners-up in the 3 categories each win the following prize

- A 30 euros voucher to be used on www.boutique.bohin.com

The 36 outfits pre-selected by the jury all win the following prize

- An entry to La Manufacture Bohin for the 2023 season
 - A collector's needle pouch for Christmas
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DELIBERATIONS

The jury for this challenge consists of:

- @lebazardannecharlotte, couture and DIY content creator
- Eymeric François, pin designer & haute couture creator (@eymericfrancois)
- Audrey Régnier, General Manager of BOHIN
- Jean-Michel Dupire, packaging manager at BOHIN, he will be the voice of the company's employees

At the end of the challenge, each member of the jury selects 3 outfits in each of the 3 categories, i.e. a maximum of 36 outfits (the jury may unknowingly have outfits chosen in common). **The pre-selected outfits will be announced on the BOHIN Instagram page on November 15, 2022.**

The jury will meet for final deliberation and select a winner and a runner-up in each category, making 6 winners. **The winners will be announced on the BOHIN Instagram page on November 18, 2022.**

The 36 pre-selected, 3 winners and 3 runners-up will win the prizes listed in the previously mentioned "PRIZES" section.

PUBLICATION OF PROJECTS

The 36 outfits pre-selected by the jury (including the 3 winners and runners-up) will be published on BOHIN's social networks.

CALENDAR OF THE EVENT

- **September 5 - November 13, 2022:** Create your outfits and post them on Instagram!
- **November 13, 2022:** End of entries (Remember to switch your account to public if it's not there!)
- **November 15, 2022:** Announcement of the 36 pre-selected outfits by the jury
- **November 18, 2022:** Announcement of the 3 big winners of the challenge and the 3 runners-up