

YKK LONDON SHOWROOM AWARD 2026 – COMPETITION BRIEF

Introduction

The YKK® London Showroom Award is an exciting competition that pushes the boundaries of creativity and innovation in fashion design. Launched for the first time in 2025, this unique initiative offers students an opportunity to experiment with YKK® fastening products in interesting and imaginative ways.

With the backing of our creative director Kei Kagami and the YKK® London Showroom Team, finalists will have their work displayed in the YKK® London Showroom window, providing exposure to industry professionals, influencers, and the wider design community.



May 2026 - Competition launch & promotion

June - August 2026 - Monthly workshops (minimum 5 students per session, free, online and in person at YKK® London Showroom) *

3 August 2026 - Submissions open*

21 September 2026 - Submission deadline*



27 September 2026 - Top 10 finalists selected

30 September 2026 - Announcement to top 10 finalists

15 October 2026 - Deadline for delivery of all finalists' items to the YKK London Showroom

20 October 2026 (TBC) - Finalists' work displayed at the YKK London Showroom

29 October 2026 (TBC) - Judging Day and event

Who can apply?

This competition is open to all students currently enrolled in any UK college or university, including 2026 graduates from Fashion Textile, Textile, Accessories, and Jewellery Design departments.

Entry to the competition free, and each student is allowed to submit one entry.



Submission Requirements

Students must submit:

- An entry form (name, email, school, academic year etc.). *
- A3 storyboard (PDF format) including concept, story, message, and technical drawings.
- Images (up to 10 images, PDF or JPG) of one wearable item made with YKK® fastenings.

Evaluation Criteria

A wearable item such as clothing, accessories, bags, shoes designed to be worn on the body, incorporating YKK® fastenings in both innovative and functional way.

Entries will be judged on the following:

- Creativity – Showcasing conceptual and experimental approaches.
- Originality – Unique concepts that stands out
- Sophistication – Refined aesthetics and high quality-craftmanship
- Functionality –YKK® fastenings must serve a practical purpose

For the top 10 finalists, it is mandatory to use only YKK® products on the displayed actual samples. If any items used are not YKK® products, finalists will be required to replace them with YKK® products. If finalists are unable to make the required changes, their spot will be given to the next potential finalist.



Workshops & Student Support

- Attendance at least one YKK® workshop is not required but recommended before submission.
- Workshops (minimum 5 students per session) will be held until August 2026. The schedule of the workshops is subject to change if the attendance falls below 5 students.

YKK® Products Training Workshops Schedule

| | June 2026 | July 2026 | August 2026 |
|-----------|---|-----------------------|---------------------|
| In Person | Tue 16th 11AM – 2 PM, Wed 17th 2PM – 4PM | Tue, 23rd 2PM-4PM | |
| Online | | Tue, 23rd 11 AM -12PM | Fri, 28th 2PM – 3PM |

- Workshops will focus on training about YKK® items and creative zipper applications
- It is recommended to follow us on Instagram and sign up for our newsletter to stay informed about announcements and updates @ykk_londonshowroom.

Prizes & Recognition

- YKK London Showroom Award – £2000
- Kei Kagami Award – £1000 (funded by Kei Kagami LTD.)
- Each category will also include one Runner-Up.
- Runner-Up recipients will be eligible to select YKK products up to a value of £100.
- Winners will be announced at the YKK London Showroom Award Ceremony. ***
- The works of the 10 finalists will be displayed at the YKK London Showroom between 20 October and the end of December 2026.
- Publicity participation is optional and may be confirmed with the winners after selection. The winners could be featured in press coverage by the YKK London Showroom and on the YKK® SNS accounts.
- If the entries do not meet the required quality standards, YKK London Showroom reserves the right to cancel the competition.

* Entry form, Submission and workshop registration links will be provided on the YKK London Showroom website and Instagram account.

* 21 September 2026 – Submission deadline *

*** Date will be announced later.

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