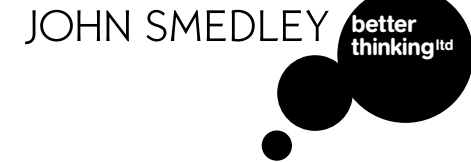




LUXURY REDEFINED INTERNATIONAL T-SHIRT COMPETITION



You are invited to create a slogan, logo or illustration for printing onto a limited edition of Luxury Redefined t-shirts.

The winning design will be chosen for its fit with the ethics behind the Luxury Redefined project – which champions sustainability through its strong design values and uncompromising yet engaging approach.

ELIGIBILITY

The competition is open to everyone; artists and designers, professionals, students and non professionals. Entries from all countries are encouraged. There are no age limits.

DEADLINE

All entries must be received by 12pm, Friday February 15th, 2008.

SUBMISSIONS

Your design should be sent to competition@betterthinking.co.uk

Entry is free. You can enter as many designs as you wish. All designs should be created using one colour only. It is not necessary to show your design applied to a t-shirt format.

Your design should be submitted as an A4 (upright) pdf file. Other formats cannot be accepted. Ensure you supply your full name and email contact details.

The winner will be notified by email in early March 2008.

JUDGING

The judging panel will include experts with a commitment to sustainability from a wide range of disciplines: Architecture, Design, Textiles, Journalism and Academia.

PRIZE

The winning entry will receive an original, screenprinted 'Hacienda Nine' poster designed in 1991 by London design group, 8vo. The poster measures 30x40 inches. (Mark Holt, one of the founding partners of 8vo, is also one of the founding partners of better thinking ltd.)

The winning design will also be printed on 10 John Smedley/better thinking, Luxury Redefined t-shirts (you'll receive a copy in your preferred size).

The 10 t-shirts will be auctioned, globally, to the highest bidders and the proceeds will go to a Peru-based educational programme.

A selection of entries (8-10) will be exhibited on the Luxury Redefined website.

USAGE RIGHTS

By entering the competition you assign usage rights of your design to better thinking ltd and John Smedley Limited for promotional use in print, web and other media.

For the full story of Luxury Redefined, visit www.luxuryredefined.co.uk