



MEDIA RELEASE

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IDA announces exciting new partnership with Vancouver Fashion Week



Credit: [@vanfashionweek](#)

(Monday, November 30th, 2020) – The International Design Awards (IDA) is pleased to announce an exciting new partnership with Vancouver Fashion Week (VFW) where a collection from the winning designer of the IDA 2020 Fashion Design discipline will be included at the upcoming Vancouver Fashion Week on April 12th to 18th 2021.

The IDA's Fashion Design of the Year Award is awarded to designers with an extraordinary vision to explore and chart new territory in the world of fashion, and illustrate an ability to set a new agenda for the style-conscious everywhere.

Since its conception in 2001, Vancouver Fashion Week has been dedicated to cultivating the success of both established designers and award-winning emerging designers with its global perspective and highly multicultural approach. Championing diversity as its greatest strength, Vancouver Fashion Week has grown to be the second largest fashion week in North America – and continues to grow today as the fastest growing fashion week in the world.

“This is a natural fit for the IDA to partner with Vancouver Fashion Week and an exceptional platform for the 2020 IDA Fashion Designer of Year to gain further international recognition and acknowledgement. Additionally, we are delighted to welcome the expertise of Jamal Abdourahman, Founder and CEO of Vancouver Fashion Week, to the IDA international jury,” said Jill Grinda, VP of Marketing and Business Development.

VFW is a bi-annual event promoting designs from local and international Fashion designers. Jamal Abdourahman Founder and CEO of Vancouver Fashion Week commented: “It is an honour to contribute to a designer's success and future. The fashion industry is a long road and takes consistent, hard work, and it is important to never lose sight of your dream”



Credit: Gavin Rajah, [IDA 2019 Fashion Design of the Year](#)

About the International Design Awards

The International Design Awards (IDA) recognizes, celebrates and promotes legendary design visionaries and uncovers emerging talent in Architecture, Interior, Product, Graphic, and Fashion Design. The IDA aspires to draw attention to the iconoclasm of design worldwide that is conceptualizing and producing great creative works. The Farmani Group founded the IDA in 2007 and the competition has now become one of the leading design awards globally, awarding and promoting hundreds of designers each year.

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About Vancouver Fashion Week

Vancouver Fashion Week is entering its 36th season. Focusing on creating a diverse and eclectic showcase of talented local and international designers, VFW propels featured designers and esteemed brands to the forefront of fashion media and to industry buyers. This runway event is one of the fastest fashion weeks in the world, and since 2001, Vancouver Fashion Week has acted as a stepping-stone for emerging designers to launch their creations into the fashion industry in hopes of one day appearing on the stages of London, Paris, Milan, and New York.

For all media enquiries, imagery, and additional information, please contact:
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