



# COMPETITION BRIEF

Homegrown is an Urban Lifestyle clothing brand established in 1997, it's rooted in contemporary city culture with a strong local influence. The brand represents ambition, creativity and everyday expression. Through this competition, Homegrown aims to discover fresh design talent and give creatives a platform to showcase their interpretation of modern urban culture.

Your task is to create original T-shirt graphics that embody urban lifestyle, creativity and local identity, for the Homegrown Brand. Then market, promote and sell your signature T-Shirt line to win the ultimate price.

## Suggested Themes & Keywords

Urban culture, streetwear, city life, music, hustle, local pride, youth culture, typography, illustration, identity, sports, success, movement, rhythm.

## Eligibility

This competition is open to designers, artists, students and creatives of all skill levels between the ages of **16 - 35yrs**.

Entrants should be legal residents of Namibia. Entrants below 18 years of age may participate via their parent or legal guardian, who will submit entry on their behalf.

## Categories

There are two categories, which one can enter.

- **Student** - for High School/College Students
- **Open Category** - for those who don't fall in the above

## Designs should reflect:

- Urban lifestyle and street culture
- Local influence and authentic expression
- Creativity, originality and strong visual impact

Designs should feel relevant, contemporary and wearable, with appeal to a broad urban audience.

## How to Enter

- Download the official **Homegrown Design a Tee Template** from the competition website.
- Create and submit your design via the online entry/submission form.
- Participants may submit more than one design. Each entry must comply with all other Terms & Conditions.



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