

# Media Release

national  
wool  
museum



CITY OF GREATER  
GEELONG

Monday 3 March 2025

## National Wool Museum seeks entries for \$10,000 Sustainable Fashion Prize.

Entries are now open for *We the Makers Sustainable Fashion Prize*, a biennial acquisitive prize and exhibition celebrating innovation in ethical and sustainable fashion.

Presented by the City of Greater Geelong's National Wool Museum, it is Australia's only dedicated prize for emerging designers with less than ten years of industry experience, showcasing groundbreaking work from both Australian and international talent.

Aligned with Geelong's UNESCO City of Design designation, the prize affirms the region's ongoing influence in the wool, fibre, and textile industries while shaping the future of sustainable fashion.



*We the Makers Sustainable Fashion Prize 2023, National Wool Museum.*

Open to designers worldwide, the prize invites creators to submit a single original ensemble that reflects their unique design aesthetic and commitment to sustainability.

The Museum's definition of Sustainable Fashion is holistic, and champions ethical practice, design ingenuity, material consciousness and business innovation. Every two years, the *Sustainable Fashion prize* showcases emerging themes from the world of sustainable fibre and textiles through the next generation of fashion designers.

The Museum is accepting entries from 1 March, with the competition open to designers both in Australia and abroad with less than ten years industry experience. Outfits are judged by a panel of industry professionals against their ability to design and redefine sustainable and ethical textiles with entries responding to the following categories: Material innovation, Circular process innovation, Design innovation or Business innovation.

The Sustainable Fashion Prize winner is announced on 13 June 2025 with an accompanying exhibition, including all short-listed outfits.

*"The City of Greater Geelong is committed to supporting emerging fashion designers embracing innovative and sustainable practices in the textile industry. Our City has a legacy in manufacturing and being on the cutting edge of technology and this prize speaks to local research into sustainable fibres and future practices that will help revolutionise*

### National Wool Museum

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the global fashion industry. As a UNESCO City of Design, this is a major program that is embraced by our network of Cities from around the world.” Geelong Deputy Mayor, Ron Nelson

National Wool Museum Director, Padraic Fisher explains that “the Museum is actively developing its already significant textile collection through acquisition programs that prioritise good design. The outfit that wins the 2025 Sustainable Fashion Prize becomes part of the National Wool Museum Collection, telling the evolving story of innovative design and sustainable fashion through the lens of emerging fashion designers.”

### UNESCO Creative City of Design

As Australia’s first (and only) Creative City of Design, Geelong is a member of the UNESCO Creative City Network. Geelong has a long and proud history as a creative city and a leader in design. On 31 October 2017, Geelong was designated a member of the UNESCO Creative Cities Network (UCCN). The City of Design designation is about using creativity and innovation to build more sustainable, resilient, and inclusive communities.

### We the Makers Sustainable Fashion Prize 2025

For more information and entry kit visit [www.wethemakers.com.au](http://www.wethemakers.com.au)

- Entries Open: 1 March 2025
- Entries Close: 11 April 2025
- Exhibition Opening & Awards: 13 June 2025

### Prizes

- National Wool Museum Designer of the Year Award (\$10,000)
- UNESCO City of Design, People’s Choice Award (\$2,000)

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### Prize winners for the 2023 Sustainable Fashion Prize

2023 Major prize winners: CANWEN ZHAO, MELBOURNE – 35 Life

2023 People’s Choice Award: ASHLEY MARTINIELLO, designing for REBORN by HoMie – Reborn T-Shirt Dress



35 Life, Canwen Zhao, Melbourne.

Designer of the Year, We the Makers Sustainable Fashion Prize 2023, National Wool Museum.



Reborn T-Shirt Dress by Ashley Martiniello for REBORN by HoMie, Melbourne. Peoples Choice Award, We the Makers Sustainable Fashion Prize 2023, National Wool Museum.

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