

OFFICIAL RULEBOOK



INDIGO INVITATIONAL PRESENTS

THE REDLINE RALLY: CUFF TO CUFF TOUGH

CONTEST OUTLINE

Like the Indigo Invitational, the Redline Rally represents a unique opportunity to bring all of our focus to a single garment. We denimheads are in a constant struggle with the collecting impulse. We add a few shirts to the rotation every year, and the faded masterpiece we hold in our mind's eye never seems to materialize.

The fading competition gives us all the reason we need to put the rotation aside for a year. We know that this can produce incredible fades in as little as 6-8 months with a pair of jeans, but what will happen when we try to fade a shirt or a jacket in the same way? The Redline Rally is how we find out.

The rules are straightforward:

- Everybody starts at the same time with a brand-new made-to-fade shirt or jacket purchased from one of the contest partners.
- Contest lasts for 365 days (May 2021 – May 2022)
- All fades must be earned (no sanding, scrubbing, or pinching)
- Competitors must submit monthly updates via the SUBMISSIONS page

Our first priority is the integrity of the community that we have all built together. We will continue to hold competitors to a high standard of conduct so we can preserve the spirit of camaraderie that knits us all together.

COMPLETE CONTEST RULES

1. Shirt or jacket must be purchased from one of our contest partners.
 - To register, competitors must submit a proof of purchase from one of the brands or retailers listed on our WHAT TO WEAR page.
2. Brand new made-to-fade shirts and jackets ONLY (no pre-faded shirts or jackets).
 - Between May 1st and 15th, competitors must provide raw proof (front and back pictures to verify that the shirt or jacket is still in unworn condition). All submissions will be through the REDLINE RALLY SUBMISSIONS page.
 - Pictures with the tags still attached are preferred.
 - If there is any doubt about the condition of your shirt or jacket, we will send you an email asking for close-up photographs.
 - No washing or soaking until AFTER the contest begins.
 - Except for trying on for fit, first wear should be on May 1st.
 - No alterations before the start date.
3. Fades must be 100% natural.
 - No sanding, scrubbing, or pinching. Let the fades develop naturally.
 - No bleach or other caustic agents (you can use a little bleach in the wash, but do not apply bleach or any other lightening agent directly to the garment).
 - Ocean washes are fine, but sand scrubs are not. By all means, go for a swim in your shirt or jacket, but leave the sand on the beach.
 - Starching is discouraged.

- Wash (by hand or machine) as many times as you like.
 - Repair as many times as necessary
4. Competitors must submit updates between the 1st and the 7th of every month through the REDLINE RALLY SUBMISSIONS page. The page will only be active at this time. Only those who have submitted updates every month will be eligible for the final judging.

The Golden Rule

Do nothing that gives you an unfair advantage over your fellow competitors.

HOW TO ENTER

All competitors must first register through the website, completing all the required fields and attaching proof of purchase (either a document or a picture). You'll receive an email confirmation when we receive your registration.

Registration will be open from Feb 21st to May 15th of 2021. If your shirt or jacket will be arriving after the start date, follow the instructions for late submissions below.

To complete your entry, send us your raw proof with the hash tag between May 1st and May 15th. The submission page will prompt you to attach front and back of your brand-new shirt or jacket.

We will review all registrations and submissions. If there are any issues, we will email you.

RAW PROOF

As with the jeans competition, we'll be releasing a hashtag on the day before the competition begins (April 30th). The hashtag must be included in both the front and back picture of the shirt or jacket.

If the garment has tags, leave those tags on for the raw proof photographs.

NB: If the shirt or jacket shows any signs of wear, you will not be eligible for the Redline Rally. Do NOT wear the shirt or jacket at all until you have submitted your raw proof photos.

UPDATE GALLERIES

The REDLINE RALLY SUBMISSIONS page on the website will be used for all monthly submissions. On or around the first of every month, all competitors must submit two photographs (front and back).

The submissions page will only be active for the first week of every month. Submissions must be received by 11:59PM JST on the 7th of every month. Only those who submit updates every month will be eligible for the final judging.

NB: Do not edit official updates.

When taking your update photographs, fill the frame with your shirt or jacket. Highlight what you are fading, not your outfit.

If you have other photographs that you'd like us to feature on social media, send these to us via [email](#). You can edit these photographs if you like. We post daily updates on our social media accounts, and we'll post your photographs if they catch our eye. Get creative.

With all photographs, remember to consider things like the lighting and the background. We encourage all competitors to read our [denim photography guide](#).

NB: Instagram and Facebook posts do NOT count as update galleries. Updates must be submitted through the website.

LATE ENTRIES

Provided that you submit your proof of purchase before May 15th, late starts are fine. As soon as your shirt or jacket arrives, follow the guidelines for raw proof. Remember to include the hashtag in your first photographs (no matter when you submit them).

NB: By agreeing to participate in the contest, you agree that all raw proof and fade progress photos collected by the organizers either in the FB group, via official submissions, or through the submissions@indigoinvitational.com email address can be used at the organizers' discretion to promote the contest and update the contest's followers. You also agree for organizers to submit your photographs to third parties (our judges) for review. We promise to use all photos tastefully and responsibly.

JUDGING

Judging will be conducted in three stages:

1. After 365 days of fading, the founders will pick the top 50.
2. The top 50 will be posted in the Facebook group. The members of the group will then vote for their favorites.
 - The top 16 will automatically go on to the next round.
 - The founders will select 4 deserving wildcards.
3. The 20 finalists will be reviewed by a panel of judges (denim bloggers and influencers). The judges will deliberate and pick the winners.

Our judging panel is not yet finalized. If you are a denim blogger or influencer and you want to help us pick our winners, reach out to us [here](#).

NB: Judges can participate in the competition, but they are not eligible for prizes.

NB: Sponsors *are* eligible for prizes. If they win, they have the option to pass their prize pick down to the next fader in line, but they are not obligated to do so. Everybody is eligible except for the founders and the judges.

SAMPLE RAW PROOF

Below are examples of acceptable submissions. Either lay flats or fit pics are fine, but it is best to be consistent from month to month.

LAY FLATS



FIT PICTURES



SOCIAL MEDIA GUIDELINES

The **Indigo Invitational Facebook Group** will be the main liaison point for all Redline Rally updates and conversations. The group will remain private for the duration of the contest; only approved members will be able to view, like, and comment on posts. Observers are welcome, but we want to restrict the membership to denim enthusiasts.

Do NOT encourage friends or followers to flood the group to boost votes. This is not a popularity contest. We all should want the winner to be the best fader—not the person with the largest social media following. Any clear evidence of vote tampering or other unfair conduct with regards to the final voting will result in immediate disqualification.

The Redline Rally will share competitor and contest updates via the Indigo Invitational [Instagram account](#). Use the #RedlineRally hashtag liberally.

Finally, when engaging with posts on either FB or IG, follow the golden rule: don't disparage other competitors' efforts. Treat female competitors respectfully. Any racist or misogynist comments will result in immediate expulsion from the competition. We're all here to have fun. That fun should *never* be had at another competitor's expense.

If you have any questions, you can reach the founders [here](#).