

L'Adresse Paris

"UNLEASH YOUR TALENT: CAPTURE PARIS THROUGH YOUR LENS"

Photography & Videography Competition

1. Introduction

L'Adresse Paris presents an exclusive opportunity for aspiring visual storytellers. This competition offers a gateway to Paris, where the winner will document their journey through the prestigious educational tour- Immersion while experiencing the heart of global fashion.

This competition is designed to encourage participants to explore the dynamic relationship between fashion, culture, and storytelling through visual content. The winner will be awarded a 100% scholarship (valued at € 3,000) to join the Immersion in Paris and will be officially tasked with documenting the experience as a content creator.

2. Objective

- Gain a platform to showcase your creative storytelling skills to a wider audience.
- Get the opportunity to be recognized and rewarded as an emerging visual storyteller in fashion.
- Contribute to creating authentic content for the Global Learning: Immersion in Paris.
- Explore and express your creativity through fashion documentation and visual expression.
- Network and build valuable connections and bridge your talent within the global fashion industry.
- Win the chance to join the Immersion in Paris (January 2026 session) as a life-changing experience.

3. About the Immersion- An Educational Tour

Immersion is an experiential learning journey, designed to equip students with essential knowledge of the global fashion industry. Blending industry visits, expert-led interactions, exclusive experiences and hands-on learning, the program explores key themes such as design, retail, craftsmanship, communication, technology, and sustainability within the French and international fashion context. Structured around three core pillars; Historical References, Interactive Learning, and Exclusive Experiences. This educational tour aims to deepen participant's understanding of past, present, and future fashion trends and innovation over the years. It also nurtures creativity and critical thinking while offering valuable industry exposure and global career insights. Immersion is ideal for students, emerging start-ups, and fashion entrepreneurs as it opens doors to international networks and learning experience of strategic business development opportunities.

Program Fee Includes:

- Accommodation for 7 nights & 8 days
- Local transportation in Paris
- Visits to fashion houses, showrooms, and ateliers
- Entry to key museums and cultural institutions
- Workshops and networking with industry professionals
- Official certificate of participation
- Join us on Immersion by applying through this [link](#)

**Program fee is fully covered for the winner of the competition. Airfare and visa fees are the responsibility of the participant.*

4. Competition Structure

This competition invites students to explore and express the powerful connection between fashion, culture, and identity through their own unique perspective. Participants are encouraged to tell a story visually or narratively that reflects their personal or cultural journey.

Whether you choose to create a short film, photo series, styled shoot, digital collage, or visual diary, your submission should be a lens into how fashion moves with you, connects to your heritage, and communicates who you are or who your subject is.

Theme:

"Through Your Lens: The Journey of Fashion, Culture & Identity"

Participants should present stories that reflect emotion, movement, space, people, and style; capturing the spirit of travel and the narrative of personal and cultural expression.

What we're looking for:

Your entry should reflect:

- Emotion – evoke feelings through expression, mood, and message.
- Movement – show transition, journey, or change (physical, emotional, or cultural).
- Space – use surroundings to amplify the story (urban, rural, personal, imagined).
- People – highlight identity through real or styled characters.
- Style – focus on how fashion, dress, or adornment communicates meaning.

To Explain theme further, a few examples:

- A personal journey through changing styles across countries or phases of life.
- Cultural fusion in fashion — how heritage and modernity mix.
- A tribute to family identity through heirlooms, traditional wear, or rituals.
- A day in the life of someone who expresses themselves through bold fashion.
- A story of reclaiming identity or confidence through style.

Submission Formats:

1. **Videography:** 1 to 2-minute original video
 - Format: Standard video file (MP4 or MOV)
 - Quality: Minimum HD (1080p)
2. **Photography:** 5 to 10 original, high-resolution images (presented as a visual story)
 - Format: JPEG or PNG
 - Must tell a cohesive visual narrative

Accompanied By:

- A short **written concept note** (max 300 words) explaining the idea, inspiration, and approach
- A list of **equipment owned or used** for the project (e.g. camera, gimbal, smartphone, editing software)

5. Eligibility

Equipment Requirements:

- Any digital camera (DSLR/Mirrorless/Digital Camera)
- Mobile phone submissions are not accepted
- No specific brand requirements

Required Documentation:

- Concept note (300 words max)
- Brief equipment description
- Basic personal information

General Requirements:

- Open to students or alumni
- No entry fee
- Must be able to travel internationally

6. Registration & Participation Fee

A registration fee of **EURO 50** is applicable for all participants of the competition.

Please note: This fee is required only for participation in the competition. The winner will receive a 100% scholarship covering the full program fee for the Immersion Program in Paris. Airfare and visa costs remain the participant's responsibility.

7. Judging Criteria

- Creativity and originality
- Clear message
- Narrative strength and emotional impact
- Technical quality (composition, lighting, sound/design, editing)
- Relevance to the theme
- Potential to represent the program visually

Percentage Contribution:

- Creative storytelling (30%)
- Technical execution (25%)
- Theme interpretation (25%)
- Visual impact (20%)

**A selection panel of L'Adresse Paris, our partner universities' faculty and industry professionals will evaluate the entries.*

8. Winner's Role and Responsibilities

The winning participant will:

- Join the Immersion- Educational Tour in Paris 100% scholarship on Program fees
- Act as the official content creator during the week in Paris
- Deliver a daily highlight photos/videos, Behind-the-scenes content, and final piece of edited videos/photos documenting the journey, to be used by L'Adresse Paris for marketing and reporting purposes
- Be featured in L'Adresse's official communication and receive a formal Certificate of Acknowledgement

9. Submission Process

For the competition kindly register yourself using this [link](#).

Please email your full submission package to:

info@ladresseparisagency.com

Cc: press@ladresseparisagency.com

Include the subject line:

“Immersion Competition Submission – [Your Full Name]”

Make sure your email contains:

- Your video or photo story (WeTransfer or Google Drive links are accepted)
- Your concept note (PDF or Word doc)
- List of your equipment

- Full name, phone number, email address, and current academic/alumni status

10. Timeline

- **Registration Deadline:** 20th October, 2025 at 11:59 PM CEST
- **Submission Deadline:** 25th October, 2025 at 11:59 PM CEST
- **Winner Announcement:** 1st November, 2025
- **Travel Program:** January session 19th Jan- 27th Jan (aligned with Paris Fashion Week schedule)

11. FAQs

Q: What type of camera should I use?

A: Any digital camera that can produce high-quality images/videos. The focus is on your storytelling ability, not equipment specifications.

Q: How will I know my submission is received?

A: You'll receive a confirmation email within 48 hours.

For Additional Questions

Email: info@ladresseparisagency.com

Response time: Within 48 hours

Our [instagram page](#) for reference, to learn more about L'Adresse and glimpse of what we do

12. Terms & Conditions

- All submissions must be original and created specifically for this competition
- One winner will be selected per session
- Scholarship is non-transferable
- Winner is expected to sign a content release agreement with L'Adresse Paris
- Program fee will be waived; however, airfare and visa costs are to be borne by the participant
- Alumni are eligible to apply
- L'Adresse reserves the right to use all submitted materials (with credit) for promotional purposes
- L'Adresse Paris reserves the right to select the winner and to revoke the 100% scholarship at any point in the event of misconduct, non-compliance, or failure to meet expectations during or after the selection
- Submissions that do not align with the theme or quality standards may be disqualified without notice

We look forward to bringing this initiative to life and discovering the next great creative voice.

This is not just a competition, **it's a passport to Paris, through your lens.**



Through Your Lens

A Visual Storytelling Competition

LA'dresse Paris

Theme:

Fashion, Culture & Identity - as seen through your lens.

Win a 100% Scholarship to the Immersion

become the official content creator for the journey.

Submit :

A short film (1–2 mins) OR A photo series (5–10 images) and a 300 - word concept note

Deadline: 25th October 2025

Participation Fee : EUR 50

The program is open to students from all across South East Asia.

Airfare & visa not included