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ADELAIDE
FASHION
FESTIVAL
11-22 OCT 2011

Emerging Designer Awards 2011

Competition Entry Form

2011 Adelaide Fashion Festival – Emerging Designer Awards

About the Award

The Adelaide Fashion Festival Emerging Designer Awards has been established to showcase the talents of South Australia's up and coming fashion designers. The Awards program provides a platform to exhibit and reward the latest designs of South Australia's best emerging designers.

Award winners will be announced at the Adelaide Fashion Festival 'SA Designers Fashion Showcase' to be held on Saturday 22nd October 2011.

Prize(s)

To be allocated.

Fees

There is no charge to enter the Emerging Designer Award.

Entry Eligibility

Entry for the 'Best Emerging Designer' awards is open to all permanent residents of South Australia. You do not need to be classically trained in Fashion Design to enter.

Entries can be submitted as an individual designer or as a label with up to three (3) designers named in the entry for a label.

All garments entered in the Award must, if requested by the organisers, be made available to be paraded and / or displayed at the Adelaide Fashion Festival, 11-22 October 2011.

To be eligible to enter the Award your entry must meet the following criteria (please tick):

- The label or designs that you are submitting must be no more than three (3) years old at the time of close of the Awards entries.
- You must not have any other existing and established labels more than three (3) years old.
- The entry you are submitting must include a minimum of 6 complete looks from your range.
- The entry you are submitting must not be shown or used in any other competition or event as part of the 2011 Adelaide Fashion Festival.

Entry Requirements

Entries must include (please tick):

- Completed and signed entry form (download and print)
- A CD/USB of photographs of your range (Photographs on the CD must be in JPEG, or TIFF format), or a Range Book in PDF format (CD or Range Book MUST be clearly labelled with the Label Name, Designer Name(s) and a contact telephone number)
- Printed colour photographs*, or a Range Book in hard copy

*Photographs may be no larger than A4 size. Maximum of 15 photographs. All photographs to be labelled on the back with Label Name, Designer Name(s) and a contact telephone number

Entries that are received without all of the above stated requirements will not be considered for the Awards program.

Entries must be received by 5.00pm, Friday 9th September 2011.

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Judging & Award Announcement

Judging will be undertaken by a panel of industry experts.

Judging Criteria will include:

- Design Skills – creativity, originality;
- Commercial Viability – suitability for the intended target market, rack appeal;
- Overall Presentation of Range – visual impact, fashion awareness;
- Presentation of Entry Submission – communicating the story of your label.

Finalists will be notified during the week commencing Monday 19th September 2011, with further details provided regarding the delivery and use of garments to be paraded at the SA Designer Fashion Showcase on Saturday 22nd October 2011.

The winner will be judged and announced at the SA Designer Fashion Showcase event to be held on Saturday 22nd October 2011.

Entry Submission

Please submit your completed entry form (include all pages), by post, courier or personally deliver to:

Adelaide Fashion Festival
2011 Emerging Designer Awards
City of Norwood Payneham & St Peters
175 The Parade
Norwood SA 5067

www.adelaidefashionfestival.com.au

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ENTRY FORM

Entry form must be completed in full, signed and submitted with entry.

Name of Designer/s:

Name of Label:

Address:

Telephone (H)

Telephone (W)

Telephone (M)

Sex: M F

Email:

Website:

Stockists of label (if any, can be left blank):

Description of label:

A maximum of 250 words

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Future direction of label:

A maximum of 250 words

Personal/professional goals associated around your label:

A maximum of 250 words

Entry Checklist

Ensure that you have enclosed the following:

- Completed and signed entry form (download and print).
- A CD/USB of photographs of your range (Photographs on the CD must be in JPEG, or TIFF format), or a Range Book in PDF format. (CD or Range Book MUST be clearly labelled with the Label Name, Designer Name(s) and a contact telephone number)
- Printed colour photographs, or a Range Book in hardcopy

Eligibility and Terms & Conditions

- I have read the Entry Eligibility and Entry Criteria and declare that my entry does meet the requirements.
- I have read the Terms & Conditions and agree to abide by them.

Designer 1:

Signature: _____ Date: _____

Designer 2: (if applicable)

Signature: _____ Date: _____

Designer 3: (if applicable)

Signature: _____ Date: _____

Entries must be received by 5.00pm, Friday 9th September 2011.

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If you require further information please contact:

Cristina Tridente, Fashion Festival Coordinator

Adelaide Fashion Festival

Ph – 8366 4583

Email – ctridente@npsp.sa.gov.au

Website – www.adelaidefashionfestival.com.au

Terms & Conditions:

- Entries must be received by 5.00pm, Friday 9th September 2011
- Entries must come in one complete submission and must include all entry requirements
- Entries must be delivered to:

Adelaide Fashion Festival
2011 Emerging Designer Award
City of Norwood Payneham & St Peters
175 The Parade, Norwood SA 5067
- An entry that is incomplete, illegible or non-compliant with these terms and conditions and/or the eligibility criteria is invalid and will not be considered
- Entry submissions will not be returned
- Adelaide Fashion Festival will not be held responsible for any loss, damage or not receiving of entries
- The judges' decision is final and no further correspondence will be entered into
- Finalists will be contacted prior to the SA Designer Showcase to arrange details for showing of garments
- All garments entered in the Awards must, if requested by the organisers, be made available to be paraded and / or displayed at the Adelaide Fashion Festival, 11-22 October 2011.
- Finalists must attend SA Designer Showcase (or have representation) and garments must be available for the parade on Saturday 22nd November 2011 ready for catwalk
- By entering the Award the winner(s) consent to his/her name being published by us and to our use of his/her name, likeness, image and/or voice and image or likeness of the garments entered in the Award (including any photograph, film and/or recording of the same) in any media for an unlimited period of time without remuneration for the purpose of promoting us and our products or activities
- By entering the Award and submitting written descriptions of your label, label direction and label goals you verify the truthfulness of these descriptions and assign copyright of these to Adelaide Fashion Festival

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- In the event that an award winner is subsequently found to have breached the Terms & Conditions of entry, their win may be deemed invalid. In such case, the entrant will be liable for any costs incurred and must return their prize(s) received with their win.
- Use of the BMW prize is subject to the terms and conditions to be provided by Adelaide BMW at the time of receipt of the prize.