

VA FASHION WEEK

SCHEDULE FOR 2011

Check website vafashionweek.net for details and updates as some events are subject to change

VA Fashion Week Fall 2011 Events

Wednesday November 9: 6–8:30pm YOUTH ARTS NIGHT: VAFW begins with an evening of fashion featuring regional teens, with an emerging designer competition especially for students ages 13–20 and our catwalk competition aimed at discovering a future superstar model also for ages 13–20.

Thursday November 10: 6–9 pm CASUAL THURSDAY features top regional Urban Wear, Surf & Skate, Beach Casual, and more. A fun, high fashion event spotlighting some of the lines that VA is known for. The evening will also feature our annual competition for hair stylists, makeup artists, and overall wardrobe stylists. High energy shows!

Friday November 11: 6–9 pm EMERGING DESIGNER COMPETITION. The best emerging designers on the East Coast will each show 5–8 outfits competing for prizes, recognition & promotion. Featured designer finale will feature past winners and runners up in our competitions. Top entries in the Bra-ha-ha will be shown on the runway.

Saturday November 12: 2–4:00pm KIDS FASHION! Top children's wear designer plus children's boutiques feature kids clothes from casual to formal. Final show will feature models of all ages. We'll also showcase art by and for young people.

Saturday November 12 : 6–9:00pm COUTURE DESIGNERS from VA and Around the World . Opening Reception will start at 6 followed by our premiere guest designer collections. Featured Couture Designers. Followed by after party

Sunday : November 13* 2–4:30pm BRIDAL & FORMAL Fashions. For the first time, VAFW will present a Bridal show featuring bridal & formal fashions including wedding gowns, bridesmaid gowns, men's formals, children's formalwear as well as honeymoon attire, cocktail attire and lingerie. The final scene will be an "Artists Vision: Fantasy Wedding Attire" featuring a bridal look from many of our top couture designers.

We will offer a special deal for Bridal vendors as well!



splash
MODEL MANAGEMENT

RGP

CookieDough LTD

THE NETWORK



VA FASHION WEEK

The Bra-ha-ha
A BRIDAL & FORMAL FASHION SHOW



the
Spa

Visual Dialects



STYLIST COMPETITION

Welcome to the VA Fashion Week Stylist Competition. This event will host 6 categories to compete in and will be held twice during the year. Entry fee is \$20 per category.

- ▶ 1. Overall Style: This division is for hair, makeup and wardrobe styling. Contestants may enter individually or as a team. The idea is to present a “total head-to-toe look” including fashion styling, hair, and makeup.
- ▶ 2. Hair Up Do: This division is for an overall up do look. Adornments may be used but must not dominate the overall look. Models may have extensions added to create up do, however, if extensions are added, they will also be judged as part of the overall look. Themed up do’s will be allowed, such as Bridal, Prom, Engagement or Party. All will be judged within division 2 and theme must be advised before look is presented.
- ▶ 3. Hair Avant-Garde: This division is a ‘no holds barred’ competition, all stylists may use any means to create the look. However, all looks must be supported solely by the model, no foreign mechanisms or personnel will be allowed to assist the model in wearing the look. Judges will be looking for realism, creativity and function in this extremely creative division. We are especially interested in designs expressing an eco friendly theme. Judges may ask you to describe your accents and additions, as well as the products you used to achieve the look. Make it creative & original.
- ▶ 4. Make-up Fashion/Glamour look: This division is for make-up artists. Show us your best “special occasion” or fashion photography make-up look. The same model can be used for this category as for the hair “up-do” or cut & color division as well as for the overall style look however a separate entry fee must be paid for each category entered.
- ▶ 5. Make-up Avant-Garde: This is a division for make-up artists who want to showcase their “over-the-top” make-up ideas. Let your imagination go wild! May be paired with a hair avant-garde look but a separate entry fee must be paid for each category entered. One stylist may enter both divisions or a hair stylist & make-up artist can team up with the same mode.



RULES & REGULATIONS

1. **Rules and Regulations:** Competition is open to all hair stylists, makeup artists, and stylists including those currently employed by salons, freelance stylists, as well as students and aspiring cosmetologists and stylists. All submissions **must** be presented on a live model, **no** mannequins, or styling heads are permitted. All models **must** be dressed appropriately in presentable attire, no vulgarity in conjunction with outfits. Models may be female or male, no restrictions. The competition will take place at Norfolk Waterside. Any competitors or models under 18 must be accompanied by a parent.
2. Competitors may do prep work at another location, there will be approximately 1 hour to complete the look at the location day of show.
3. Entry Fee of \$20 must accompany all applications, Payment may be made by PayPal payable to vafw@splashmodel.com or by check or money order made payable to **VA Fashion Week** . Payments can be made online through a direct link by going to www.vafashionweek.net/payments.html .
4. Individual stylists and salons may enter as many times and in as many categories as they wish however an entry fee is due with each category submission.
5. All contestants and models must sign a release form allowing photos and video images to be used by Splash Model Management, VA Fashion Week, and all sponsoring organizations. This may include Broadcast usage.
6. If any of these rules or regulations are not followed, Virginia Fashion Week has the right to refuse participation in the event and all investments will be forfeited. If you are unsure about something, contact a VAFW representative who can give you more information.
7. **VAFW Prizes:** Each winner in their respective divisions will receive a trophy as well as 1 VIP Pass to all VAFW Events, the Overall winner will receive 2 VIP Passes, the events include all after parties and all fashion shows. Virginia Fashion Week 2011 will be extensively covered throughout the Hampton Roads area via our media partners. We will also have some special gifts TBA for our winners.

Thank you for your participation in this event; we look forward to seeing what you will bring to the competition and please contact us with any questions you may have.

Contact: Ann or Jeni

competitions@vafashionweek.net



STYLIST COMPETITION ENTRY FORM

VA Fashion Week/Splash 3419 Virginia Beach Blvd. # 149 Virginia Beach, VA 23452 FAX: 757.282.7669

Fee \$20 Per Division & Per Entry

Stylist Name(s): _____

Salon or School Affiliate (if applicable): _____

- ❖ _____ Head-to-Toe Stylist Entry \$20.00
- ❖ _____ Hair Stylist "Up-Do" Entry \$20.00
- ❖ _____ Hair Stylist "Avante -Garde" Entry \$20.00
- ❖ _____ Make-Up "Up-Do" Entry \$20.00
- ❖ _____ Make-Up "Avante -Garde" Entry \$20.00

SELECT PAYMENT METHOD: Online payment through PAYPAL _____ or Check/Money Order _____

I agree to abide by the rules and regulations of this competition.

Signature

Date

PRINT NAME: _____ Phone: _____

Email (Print Clearly): _____

Mailing Address: _____

City: _____ State: _____ Zip: _____