

VA FFW

ashion week

SCHEDULE FOR 2010

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

Ongoing Yearly Promotion:

Monthly Model Calls began January continuing through June

Thursday April 29 6-8pm Aloft Chesapeake: Spring Hair/Makeup Competition included fashion show benefitting MS

August 2010 TBA* Mini Fashion Show to celebrate the unveiling of our VA Fashion Magazine, our T-Shirts and the start of online ticket sales.

VA Fashion Week Fall 2010 Events

Sunday November 7: 3-5pm Designer preview show and cocktail party in Richmond.

Sunday-Wednesday November 7-10: Designer and Boutique Shows in various Virginia cities including Charlottesville, Roanoke & Blacksburg.

Thursday November 11: 6-9pm Aloft Chesapeake* VAFW begins the Hampton Roads events with the fall hair/make-up competition, fashion show and party.

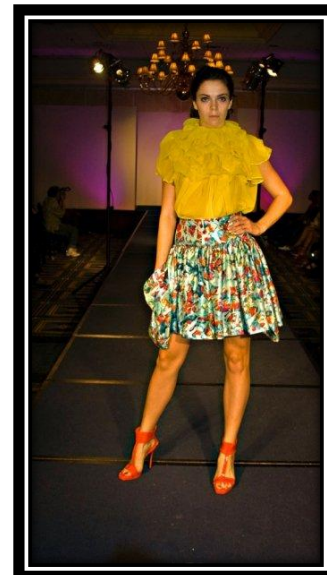
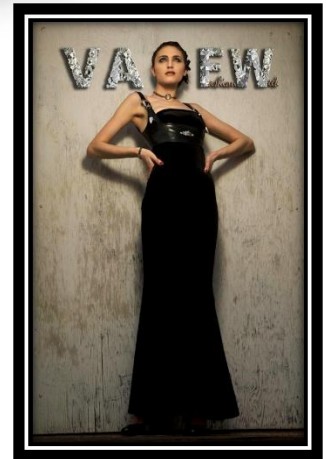
Friday November 12: 5-8 pm "Fashion Night Out"; Numerous stores throughout the state offer special sales, trunk shows, informal fashion shows and treats!

Saturday November 13: 5-9:00pm Granby Theater Norfolk* Runway Shows spotlighting couture and ready-to-wear national and international designers. Evening begins with opening reception spotlighting sponsors and exhibitors, ends with celebrity designer show.

Saturday: 9:00pm Granby/Premiere: After-party.

Sunday 4:00-8pm Granby Theater Norfolk* Emerging designer competition, Catwalk Competition followed by additional runway shows spotlighting Virginia Based Designers. The event will close with award presentations.

Sunday: 9:00pm TBA: After-party sponsored and hosted by nearby restaurant.



splash
MODEL MANAGEMENT

ECS Events Limited

RGP



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www.vafashionweek.net
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Emerging Designer Competition

Mission

- The VAFW Emerging Designer Competition seeks and supports a community of up-and-coming and undiscovered talent in the field of fashion.
- The mission of the VAFW Emerging Designer Competition is to offer a platform for aspiring designers living in Virginia and surrounding areas to showcase their talent on the runway at VA Fashion Week and gain the attention of national press and regional buyers.

Rules

- There are no age restrictions or required experience for the Emerging Designer Competition: (both individual designers and design duos accepted; those under 18 will need parental/guardian permission to apply). Designers are permitted to work with a seamstress. For the purpose of this competition, Emerging Designer is defined as anyone who has not been employed full time as a designer for more than three years and has never earned more than \$100,000 in a single year as a fashion industry professional. Emerging designers from outside the Hampton Roads area are welcome to enter the competition however each designer is responsible for his/her own lodging and transportation.
- All designers must submit a minimum of 2 complete looks and a maximum of 5 looks in the competition. Each must represent a different original look that represents you as a designer. Each entry must be an original creation, not a direct copy from a pattern or existing design. Use of recycled materials is encouraged but designs must be completely new and original, not altered or “up-cycled” from previous items. All clothing items for each look must be original creations with the exception being shoes, undergarments, or hosiery.
- All applications must include a bio of the designer, maximum 200 words, that may be used in VAFW’s advertising and promotional materials, including the official website. Bios must be sent by email either as part of the body of the email or in word (.doc or .rtf) format so they can be cut and pasted into web promotions and program documents. Designers must also include a brief description of the looks they intend to present in the competition.
- There is a \$20 minimum entrance fee for all designers and payment must accompany the application. Minimum entrance fee includes entrance for two complete looks. If a competitor wants to include additional looks in the competition, there is an addition charge of \$10 per look. The preferred method of payment is by PayPal online payments payable to vafw@splashmodel.com. Please make sure to identify the designers by name when making online payments. We will also accept check or money order payable to “VA Fashion Week”. Payment is non-refundable. Make sure a return address is attached to each application as well as a valid email and phone number.
- Models for the runway competition will be provided by VAFW as will hair and makeup and music. The student designer may use their own model (prefer female size 2-6, height 5’7” -6’) if they choose to do so but a less professional model may hurt your chances during the runway portion of the competition. The emerging designer competition will take place on Sunday November 14, 2010. All judges decisions are finals. Designers must be present to win.
- First place winner will be awarded a free showing of up to 20 looks in the VAFW 2011 show as well as a fashion photo shoot and spread in the Summer 2011 VA Fashion Magazine. Second & third place winners will be awarded a showing of 8-12 looks in the 2011 VA Fashion Week. Additional prizes to be announced at a later date.

2010 EMERGING DESIGNER APPLICATION/AGREEMENT

Please fill out this application and fax THIS PAGE ONLY to 757.282.7669 or scan and email to vafw@splashmodel.com. Application can also be mailed with payment to: "VA Fashion Week" 3419 Virginia Beach Blvd. #149 Virginia Beach, VA 23452. Payment in full are due with application. Deposits are non-refundable unless collection is not accepted by the management. Payment can be made online by paypal at www.vafashionweek.net/payments.html or by mailing check or money order with application. Applications without payment and pictures or link to website will not be considered.

Briefly describe your ideas for submission including materials used:

Do you currently have a website with pictures of your designs? _____

If so, please neatly print the URL: _____

How many outfits do you plan to submit (2-5): _____

- ❖ _____ Emerging Designer Entry 2 Looks \$20.00
- ❖ _____ Emerging Designer Entry 3 Looks \$30.00
- ❖ _____ Emerging Designer Entry 4 Looks \$40.00
- ❖ _____ Emerging Designer Entry 5 Looks \$50.00

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

Clothing Sizes/Requested Model Sizes: _____

(Most VA Fashion Week Female Models will be sizes 2-6 and between 5'8 and 6', males will be sizes 38-42 jacket, 30-33 waist and between 5'11" and 6'3") _____

Professional Models for VA Fashion Week will be provided by Splash Model Management and selected by the producers. If designer wants to hire any models featured in VA Fashion Week, for any other purpose, designer must agree to contact Splash Model Management to do so. **If designer wishes to bring any other models to walk in VA Fashion Week other than those selected by the producers and by Splash Model Management, designer must give names to VAFW.**

Notes: _____

Questions? Contact Ann or Jeni: competitions@vafashionweek.net

EMERGING DESIGNER AGREEMENT:

All contest entrants shall indemnify, defend and protect VA Fashion Week, its promoters and producers, including but not limited to Splash Model Management and all representatives and save VA Fashion Week harmless from any and claims, demands, suits, liability damages, loss, costs, attorneys fees and expenses of any kind which might result from or arise from fire, theft, water, or accident or from any action or failure to act on the part of the designer or its officers, agents, employees or other representatives. It is the responsibility of designer to maintain insurance on its property and liability.

VA Fashion Week reserves the right to change prize offerings without prior notice.

All contest participants understand and agree that judges decisions are final. Entry fees are non-refundable unless entry is rejected by VA Fashion week, its sponsors, or associates.

Emerging Designer agrees to the terms and conditions described.

Signature

Date

CONTACT NAME _____ Phone _____ Email: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

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