

VAFW 2011

ashion week

Mission Statement

VA Fashion Week was founded with a tri-fold purpose; to promote Virginia's talented designers, models, and artists; to promote the economic development of the region by focusing on fashion and beauty oriented businesses as well as arts events; and to partner with regional charities to create awareness and encourage community involvement.

November 9-13, 2011
www.vafashionweek.net



www.vafashionweek.net
info@vafashionweek.net

VAFW

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SCHEDULE FOR 2011

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

SPRING 2011 Events

Day/Time/Venue TBA: Couture/Art Show with a Parisian feel featuring VA based couture designers

VA Fashion Week Fall 2011 Events

Wednesday November 9: 6-9pm TBA* VAFW begins with an evening of fashion featuring regional teens, with a young designer competition especially for teens and students ages 12-20 and our catwalk competition aimed at discovering a future superstar model also for ages 13-20.

Thursday November 10: 6-9 pm TBA* Casual Thursday features top regional Urban Wear, Outer Wear, 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 TBA*

6:00pm Opening Reception

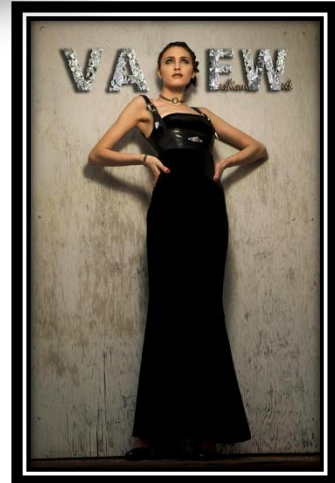
7:00pm Emerging Designer Competition. The best emerging designers on the East Coast will each show a line consisting of 5-8 complete looks competing for prizes, recognition & promotion. Featured designer finale.

Saturday November 12: 6-9:00pm TBA*

6:00pm Opening Reception

7:00pm Premiere Featured Couture Designers from VA and around the world. Followed by after party

Sunday November 13: TBA* Kids fashions! Top children's wear designer plus children's boutiques feature kids clothes from casual to formal. Final show will feature models of all ages.



CookieDough LTD

Visual Dialects



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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 5 complete looks in the competition. Designers have the option of showing up to 8 looks for a slightly higher fee. Each must demonstrate 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. One objective should be to present 5 different looks that come together to present your perspective as a designer and a cohesive line that tells your story.
- All applications must include a bio of the designer, maximum 100 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 as attachment in Microsoft word 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 \$75 entrance fee for all designers showing five looks and payment must accompany the application. Entry fee for 8 looks is \$95. 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”. If you choose to mail your payment and application, please make sure you email your full info as well; most contact and updates will be made by email. 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 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 Friday November 11, 2011. 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 2012 show as well as a fashion photo shoot and spread in the Summer 2012 VA Fashion Magazine. Second & third place winners will be awarded a showing of 8-12 looks in the 2012 VA Fashion Week. Winners will also receive videos of their shows. Additional prizes to be announced at a later date.

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2011 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.

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: _____

❖ _____ Emerging Designer Entry 5 Looks \$75.00

❖ _____ Emerging Designer Entry 8 Looks \$95.00

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 0-6 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. Designer must also give names of any assistants who are expected to be admitted backstage. Producers have the right to deny participation to individuals who have caused disturbances at prior events.**

Notes: _____

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

EMERGING DESIGNER AGREEMENT:

All contest entrants shall indemnify, defend and protect VA Fashion Week, it's 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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