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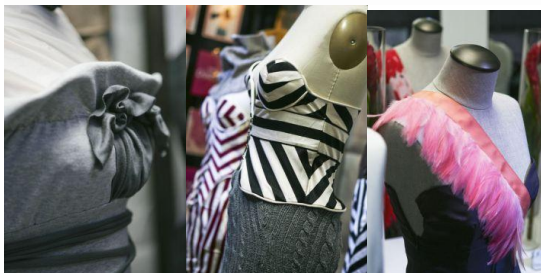
# ART FASHION

## **CALL FOR DESIGNERS-ICONIC POWER BRA EXHIBIT**

The Art of Fashion is currently seeking talented Canadian designers to participate in its **NEW Rethink Breast Cancer Bra Exhibit**.

*The Art of Fashion is an award winning, not-for-profit organization committed to fostering the careers of emerging Canadian apparel and accessory designers by creating platforms for exposure.*

## ART FASHION



**Deadline for Submissions**  
August 31, 2009  
**Iconic Power Design & Exhibit Competition**  
Saturday  
October 3, 2009  
**NEW for 2009**  
**The Annual Designer Trunk Show held during competition**

**Hosted by:**

**The Fermenting Cellar**



HISTORIC DISTRICT  
TORONTO 1832 CANADA

55 Mill Street Building 6 & 7  
Toronto ON  
M5A 3C4

**The Art of Fashion will once again hold its annual Design Competition during Toronto's Nuit Blanche all-night art exhibit.**

**This year, in support of Rethink's TLC initiative, Art of Fashion will introduce an ALL NEW Rethink Breast Cancer Bra Exhibit and we need your help to support this fantastic cause!**

**rethink**   
breast cancer



## WHAT'S INVOLVED

The Art of Fashion is a proud supporter of Rethink Breast Cancer. Rethink's initiative is to help save lives by reminding women to be breast aware by showing their breasts some TLC. TLC is an important message for all women and simply asks women to Touch. Look. Check.

This year, in support of their TLC initiative, Art of Fashion will introduce the all new Rethink Breast Cancer Bra Exhibit. Designers will create a bra based on the 2009 theme ("Iconic Power") which will be showcased and for sale at the Art of Fashion Trunk Show and Design Competition during Nuit Blanche. Bras will be professionally framed and displayed as a piece of art.

Bras will be sold on site for \$250 each or entered into Rethink's future fundraising initiatives. 100% funds raised will be donated directly to Rethink Breast Cancer.

## "Iconic Power" – THEME DESCRIPTION

### **Iconic Power Theme Description:**

Clothing has always had the power to take a person from ordinary to extraordinary. It can create a character, a persona, an icon. It is the visual embodiment of one's values and ideals. In the Art of Fashion: *Iconic Power* exhibit, we will explore the fantastical world of superheroes within the realm of ready-to-wear fashion. This 'superfashion' collection will challenge the conventional, empower the wearer, and transform the human silhouette.

## DESIGNER BENEFITS

### **Bar Designer Finalists will receive:**

- Exposure to over 10,000 people during the highly anticipated, AOF Design Competition & Trunk Show during Nuit Blanche
- 2 x Complimentary tickets for friends and family to the VIP Cocktail Reception (exclusive invite only event for fashion media, buyers and supporters)
- 2 x Complimentary tickets to VIP Cocktail Reception for industry associates, media and buyers of designer's choice (exclusive invite only event for fashion media, buyers and supporters)
- Recognition on the Art of Fashion website
- Recognition on the Rethink Breast Cancer website
- Recognition on Paradigm Events website
- Recognition in Paradigm Events Newsletter

# ART OF FASHION

## KEY DATES

**Rethink Bra Exhibit will take place for the duration of the VIP Reception  
and Trunk Show at *The Fermenting Cellar* in The Distillery District  
Oct. 3, 2009 7PM-3AM**

Rethink Bra Exhibit Design Applications due  
Art of Fashion VIP Reception/Trunk Show

Aug 31<sup>st</sup>, 2009 5PM  
Oct. 3<sup>rd</sup>, 2009 6PM-12AM

## AOF BACKGROUND

Art of Fashion is a not-for-profit organization committed to fostering the career of emerging Canadian apparel and accessory designers by creating platforms for exposure. For the past 10 years, Art of Fashion has supported emerging Canadian designers through annual fashion events, with the main attractions being the design competition and designers trunk show.

Art of Fashion was created and founded in 1998 by Michelle Planche, President of Paradigm Events Inc. The Art of Fashion is produced annually by Paradigm Events Inc. Based in Toronto; Paradigm Events Inc. provides dynamic and professional event planning for special events and corporate conferences throughout North America. [www.paradigmevents.com](http://www.paradigmevents.com). Art of Fashion is driven entirely by the support of volunteers.

For more information on Designer Benefits, please visit [www.artoffashion.org](http://www.artoffashion.org) or email [coordinator@artoffashion.org](mailto:coordinator@artoffashion.org)



## 2009 DESIGNER APPLICATION FORM

Art of Fashion 2009 Rethink Breast Cancer Bra Exhibit

PLEASE TYPE OR PRINT CLEARLY

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company  
Name: \_\_\_\_\_

Mailing  
Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Cellular: \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Website Address: \_\_\_\_\_

### DESIGNER CRITERIA & REQUIREMENTS

- You must be a Canadian citizen
- You must have a minimum of 3 years professional fashion design experience
- If selected as a Rethink Breast Cancer Bra Exhibit Designer, you or a representative of your work must be present on October 3<sup>rd</sup>, 2009 from 6pm-12am.

## YOUR APPLICATION MUST INCLUDE:

(In a CD or DVD Format)

- 1 Bra Design Sketch\* of your interpretation of the theme "Iconic Power"  
(Electronic version and printed version MUST be provided)
- Biography (max 200 words)
- Photo of yourself in a jpeg
- Explanation of your interpretation of the theme (max 500 words)
- Designer logo (in hi-res EPS or TIFF)
- Application Fee of **\$25.00** made payable to: The Art of Fashion

## Incomplete applications will not be accepted.

All applications will become the property of the Art of Fashion and will not be returned to the designer\*.

All submissions must arrive by 5:00PM, August 31, 2009 to the following address:

Art of Fashion '09  
Rethink Breast Cancer Bra Exhibit  
c/o Paradigm Events  
3112 Dundas Street West  
Toronto, ON M6P 2A1

\*If you are not accepted and wish to have your sketch returned to you please enclose a self addressed and stamped 8" x 13" envelope.

If you accept the above terms and conditions stated above, please sign where indicated below and include this application form in your submission. Upon acceptance by both parties, a contract will be developed and will constitute a binding agreement between The Art of Fashion Inc. and *designer* effective August 31, 2009.

Accepted and agreed to this \_\_\_\_\_ day of \_\_\_\_\_, 2009.

\_\_\_\_\_  
Name

\_\_\_\_\_  
Designer Label

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date