

3112 Dundas St. West
Toronto, ON M6P 2A1
t: 416.760.0360
www.artoffashion.org

ART FASHION

CALL FOR DESIGNERS

The Art of Fashion is currently seeking talented Canadian designers to participate in its annual fashion design & exhibit competition.

The Art of Fashion is a 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 7, 2009

**Design and Exhibit
Competition**
Saturday
October 3, 2009

**Art of Fashion Trunk
Show**
winners will be announced
October 23, 2009



The Art of Fashion will once again hold its annual design competition, as an independent project of the 2009 Scotiabank Nuit Blanche, Toronto's all-night art exhibit.

As part of the competition, the Art of Fashion challenges designers to interpret and bring to life their expression of the artistic theme, "Iconic Power".

"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.

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ART OF FASHION



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ART OF FASHION 2009 DESIGN & EXHIBIT COMPETITION

Saturday, October 3rd, 2009, 6:52pm-7:00am

Only 10 of Canada's top emerging designers will be selected for a chance to participate in the Art of Fashion 2009 "Iconic Power" fashion design & exhibit competition. Vying for the titles of **Most Promising Designer** and **Best Exhibit** you will be required to create a collection of six unique outfits based on your interpretation of this year's theme. You will bring your collection to life through innovative displays, using any creative platform you wish to enhance their collection.

The finalists for the design competition will be selected by a panel of industry judges and the Art of Fashion board of directors.

Combining years of expertise, the industry panel will cast their final vote to determine who will be awarded Art of Fashion's **Most Promising Designer 2009**. Their decision will be based on a combination of creativity and technical skills.

2008 industry panelists included Evan Biddell, Winner of Project Runway Canada, Michelle Germain, Owner and Curator of Shopgirls Boutique on Queen St. W, and a Farley Chatto, Designer and Fashion Group International representative.

Designers will be judged on:

- 1 > Theme Interpretation
- 2 > Exhibit
- 3 > Personal Expression
- 4 > Cohesion
- 5 > Technical Skills
- 6 > Creativity
- 7 > Overall Design Potential

It will be up to the public, thousands of art and fashion enthusiasts, to choose which designer has created the best exhibit. Using the EYE MAGAZINE voting stations, Nuit Blanche attendees will nominate one designer for the **Best Exhibit** award.

The Most Promising Designer and Best Exhibit winner will be announced at the Art of Fashion Trunk Show, tentatively scheduled for *Friday, October 23, 2009*.

ART FASHION

NEW for 2009! RETHINK BREAST CANCER BRA EXHIBIT.

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 exhibit an Iconic Power Bra Competition. Designers will have the option to create a bra (as a 7th outfit or as a stand alone item) which will be showcased during Nuit Blanche.

Bras will then be donated to Rethink Breast Cancer and sold at an online auction following the event. 100% of the funds raised will be donated to Rethink Breast Cancer.

WHAT'S INVOLVED

Exhibit Space

Once selected, you will be required to create a 6-piece collection based on your interpretation of the "Iconic Power" theme. 5 pieces will be exhibited at the main exhibit hall where you will be required to creatively bring the theme to life in approximately a 10' x 10' space.

Fashion Show

Throughout the course of the evening, models will be rotating around the venue wearing the 6th piece of your design collection. An emcee will outline your vision for the garment and collection as a whole.

Documentary Filming

You will be one of the 10 designers featured in the 2009 Art of Fashion documentary film professionally produced by Batchfilms. Art of Fashion will capture your participation in the early stages as your designs come to life, your exploration of the theme *Iconic Power* and inspiration behind your collection on film. This documentary is used as a means for exposure and is projected during Nuit Blanche, posted on the Art of Fashion Website and YouTube, among other exposure opportunities.

ART FASHION

DESIGNER BENEFITS

Designer Finalists will receive:

- Exposure to 425,000+ people during the highly anticipated Scotiabank Nuit Blanche
- 8 x Complimentary tickets to the VIP Cocktail Reception for friends and families (exclusive invite only event for fashion media, buyers and supporters)
- 10 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)
- Opportunity to exhibit one piece of your final collection during the Trunk Show to the fashion media and buyers
- 50% discount for a booth during the Trunk Show – once you are selected, you may send the cheque to reserve a spot at the Trunk Show.
- Recognition on the Art of Fashion website
- Recognition on Paradigm Events website
- Recognition in Paradigm Events Newsletter
- Participation and exposure in Art of Fashion 2009 Documentary
- Opportunity to showcase your collection at various Art of Fashion traveling art installations

Most Promising Designer will receive:

- A presentation during the Art of Fashion VIP Cocktail (exclusive event for fashion media, buyers and industry supporters)
- Recognition as Art of Fashion 2009's Most Promising Designer
- Recognition on Paradigm Events and Art of Fashion websites
- Minimum \$1000.00 Cash Grant
- Street Level Exposure in the window display of Shopgirls Boutique, one of Toronto's top fashion outlets
- Opportunity to sell garments in Shopgirls (please note: this is not guaranteed and dependant on the fit between the winner and the merchant)
- Complimentary photo shoot (includes 1 day photo shoot with photographer, 1 model, hair and make-up) with one of Toronto's top fashion photographers (designers will own the rights to all of the images and be able to use these images for promotional purposes)
- Complimentary ticket to FGI Student Forum

ART FASHION

Best Exhibit Winner will receive:

- A presentation during the Art of Fashion Trunk VIP Cocktail (exclusive event for fashion media, buyers and industry supporters)
- Recognition as Art of Fashion 2009's Best Exhibit
- Recognition on Paradigm Events and Art of Fashion websites
- Minimum \$500.00 Cash Grant
- Street Level Exposure in a window display at Shopgirls, one of Toronto's top fashion outlets
- Complimentary photo shoot (includes 1 day photo shoot with photographer, 1 model, hair and make-up) with one of Toronto's top fashion photographers (designers will own the rights to all of the images and be able to use these images for promotional purposes)
- Complimentary ticket to FGI Forum

KEY DATES

Designer Application Deadline	5:00PM August 7, 2009
Documentary Filming	September 15 – 20 th , 2009
Design & Exhibit Competition	6:52PM Oct. 3 rd , 2009 – 7:00AM Oct 4 th
Trunk Show Submission Deadline	5:00PM September 30 th , 2009
Winning Designer Announced	October 23 rd , 2009 - TBD
Art of Fashion Trunk Show	October 23 rd , 2009 - TBD

ART OF FASHION 2009

The Art of Fashion Design Competition is in its 11th year of production. In 2007, & 2008, the organization took its marquee event to Scotiabank Nuit Blanche, Toronto's exclusive all-night showcase of contemporary art. As an independent project, the design competition was the first 'fashion' exhibit and received broad reaching exposure and attendance. Building on previous year's success, Art of Fashion has once again partnered with Scotiabank Nuit Blanche for the "Iconic Power' exhibit.

The highly-anticipated annual design competition is followed up by the Art of Fashion Trunk Show – a one night shopping extravaganza. The Trunk Show, open exclusively to Canadian designers, provides a unique retail environment and attracts a targeted group of shoppers and fashion buyers. The "Most Promising Designer" and "Best Exhibit" winner will be announced at the trunk show.

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ART FASHION

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 . Art of Fashion is driven entirely by the support of volunteers.

For more information on Designer Benefits, please visit www.artoffashion.org
To find out more on Scotiabank Nuit Blanche, please visit www.scotiabanknuitblanche.ca



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2009 DESIGNER APPLICATION FORM Art of Fashion 2009 Design & Exhibit Competition

PLEASE TYPE OR PRINT CLEARLY

Name: _____

Title: _____

Proposed "Iconic Power" Collection

Name: _____

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
- You must be willing to participate in the "Iconic Power" documentary and be available during the scheduled time of filming
- If selected as a finalist, you must provide necessary equipment/medium to display your works (i.e. mannequin, model, sculpture, etc.) for the Design & Exhibit Competition, taking place during Scotiabank Nuit Blanche. Each collection will be roped off by sanctions and secured.
- If selected as a finalist you or a representative of your work must be present on October 3rd, 2009 from 7pm-7am, during Scotiabank Nuit Blanche. (please note that industry judging will most likely take place between 7pm-9:00pm)
- You must be in attendance at the Art of Fashion Trunk Show, and be prepared to showcase one piece of your collection at the event.

ART FASHION

YOUR APPLICATION MUST INCLUDE:

(In a CD or DVD Format)

- Six Design Sketches* of your interpretation of the theme "Iconic Power" (Electronic version and printed version MUST be provided) - All sketches must be of clothing articles. Each sketch will be considered as one collection item (6 sketches presented per artist)
- Biography (max 200 words)
- Photo of yourself in a jpeg
- Monologue (max 200 words) – will be used for a model representing your collection
- 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 7, 2009 to the following address:

Art of Fashion '09
Iconic Power Design Competition
c/o Paradigm Events
3112 Dundas Street West
Toronto, ON M6P 2A1

*If you are not accepted and wish to have your sketches 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 2-page (6&7) 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 7, 2009.

Accepted and agreed to this _____ day of _____, 2009.

Name

Collection Title

Signature

Date