

ART OF FASHION

Art of Fashion 2008, Trunk Show Application

Art of Fashion Trunk Show, The Drake Hotel – October 16th, 2008

Art of Fashion 2008

Art of Fashion is in its 10th year of production, and in 2008 again comes a truly unique combination of two of its signature events. This 2-part journey into fashion starts with a fashion design competition, open exclusively to Canadian designers, during the highly anticipated Scotiabank Nuit Blanche, Toronto's exclusive all-night showcase of contemporary art. The Art of Fashion Trunk Show follows on October 16, where artists have a chance to sell their creations to fashion buyers and the public at large.

What is Art of Fashion?

Art of Fashion is a not-for-profit organization committed to fostering the careers of Canadian design entrepreneurs by creating platforms for exposure and unique selling opportunities. For the past 10 years, Art of Fashion has supported emerging Canadian designers through a series of event opportunities, including the design competition and designers trunk show. www.artoffashion.org

Art of Fashion was created and founded in 1998 by Michelle Planche, President of Paradigm Events www.paradigmevents.com. Art of Fashion is driven entirely by the support of volunteers.

Art of Fashion, the Trunk Show

Thursday, October 16th, 4:00PM - Midnight
VIP Reception – 4:00PM – 6:00PM

Our vision is to inspire young entrepreneurs, and bring together entertainers, designers and artists, to create a celebration of creativity and design. To help foster our fashion industry, Art of Fashion hosts annual Trunk Shows where industry buyers and media will attend to experience the latest in Canadian fashion. **Space is limited so reserve your space now.**

Location

The Drake Hotel
Underground
1150 Queen Street West
Toronto, ON

The cost of entry is \$200. This includes your promotion, listing in the program, one table decorated with skirt and signage for your display.

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Additional Event Details

- A. Admission to the VIP Cocktail Reception will be by invite/guest list only. You will receive 20 complimentary tickets to the VIP Reception as a participant of the Trunk Show for special clients, media and potential buyers.
- B. 10% of your sales from the event will go to The Art of Fashion to assist in off-setting the costs from the event.
- C. All sales will be processed and tracked through our main cash register. 10% of sales from each designer will be deducted and then individual profits will be distributed at the end of the event.
- D. One outfit from each participating designer will be featured in our rotating fashion show throughout the evening. Outfits will be selected by designers and must be submitted prior to the event. They will be returned immediately after the event.
- E. Designers are encouraged to donate to the Art of Fashion silent auction which will be available during the evening.
- F. Designers will receive an electronic flyer to assist in event promotion. Designers Are also encouraged to place an ad banner on their website, facebook page, my-space, etc.

Cost

Price	Items Included
\$200	<ul style="list-style-type: none">- 1x 8ft Skirted table- 1x Listing in the Event Program- Listing on Art of Fashion website
\$125	<ul style="list-style-type: none">- 1 x Full Rack- 1 x Listing in the Event Program- Listing on Art of Fashion website

Submission Requirements

- A. All artists submitting an application must be a Canadian citizen.
- B. Submit at least 5 photos of all the work you would like to sell at the show. They should be close-ups and of individual pieces of your work. Please do not send Polaroid photographs or slides. (Please note that photos will not be returned.)
- C. A logo, biography or artist's statement (no longer than 50 words), and artist contact information for the event program
- D. Please provide a price range of the pieces that will be for sale at the show.
- E. You must have a minimum of 3 years professional fashion design experience
- F. Must provide a digital file of your logo in EPS or TIFF format
- G. All submissions must arrive by September 19, 2008 to the following address:

The Art of Fashion
24 Wheeler Ave
Toronto, Ontario
M4L 3V2

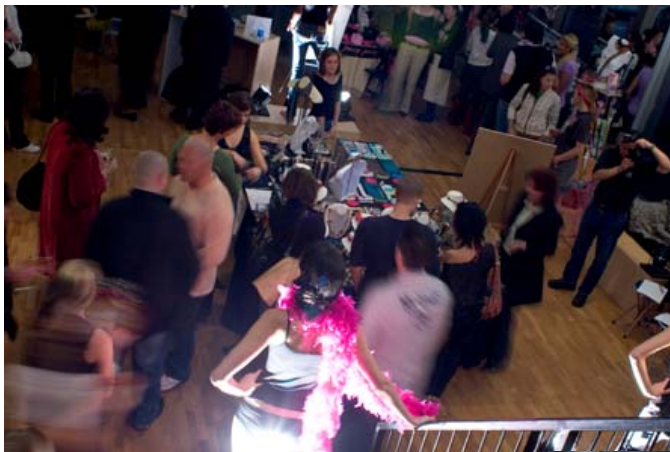
www.artoffashion.org

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*If you are interested in participating in *The Art of Fashion* and having your work displayed and for sale, you must: fill out the application form and send it along with your complete submission requirements.

The Art of Fashion
Art of Fashion Trunk Show
24 Wheeler Ave
Toronto, ON M4L 3V2

Applications must be accompanied by a \$200 cheque payable to *The Art of Fashion*. This will only be cashed if you are accepted for the show.



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Application Form 10th Annual Art of Fashion

PLEASE TYPE OR PRINT CLEARLY

Contact Name: _____

Company/Collection Name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone Number: _____ Fax Number: _____

E-mail: _____ Web Address: _____

PLEASE MAKE SURE YOU HAVE ENCLOSED:

- Registration Fee of \$200.00
- 5 Photos
- Biography or Artist Statement (no longer than 50 words) and contact information for Trunk Show Program
- Price range of Items that will be for sale
- Designer logo (in EPS or TIFF)
- Additional Rack for \$125

The *Art of Fashion* is not responsible for the loss or damage of photos submitted.

Signature

Date