

ART OF FASHION

LABELLE
EPOQUE

TRUNK SHOW APPLICATION

The Art of Fashion is currently seeking talented Canadian apparel & accessory designers to participate in its **2010 Trunk Show**.

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.

Deadline for Submissions

August 31, 2010

Trunk Show

Saturday

October 2, 2010

VIP Reception

6pm-7pm

Open to Public 7pm-1am

Trunk Show will take place during the highly anticipated AOF annual Design Competition during Nuit Blanche

SPACE IS LIMITED SO APPLY NOW

ART OF 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 11 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 or email coordinator@artoffashion.org

WHAT'S INVOLVED

VIP Cocktail Reception 6pm- 7pm

- o An exclusive invite only event for fashion media, buyers and supporters of AOF. Will feature cocktails, light hors d'oeuvres, silent auction, fashion presentation and entertainment. Provides a sneak peek at the Trunk Show designer's collections and a chance for guests to purchase their favorite items.

Trunk Show

- o AOF will feature up to 30 additional designers presenting their original works from apparel and accessory designers. It provides a unique sales opportunity for designers to present their collection to buyers and sell directly to the public. Will feature silent auction, fashion presentation, and entertainment. **Open to the public from 7pm – 1am.**

Key Dates

| | |
|--------------------------------|--|
| Exhibitor Application Deadline | August 31 st , 2010 5PM |
| Art of Fashion Trunk Show | October 2 nd , 2010 7PM – 1AM |
| AOF Design Competition | October 2 nd , 2010 7PM – 1AM |

ADDITIONAL EVENT DETAILS

- Admission to the VIP Cocktail Reception will be by invite/guest list only. You will receive 10 complimentary tickets to the VIP Reception as a participant of the Trunk Show for special clients, media and potential buyers.
- 10% of your sales from the event will go to The Art of Fashion to assist in off-setting the costs from the event.
- All sales will be processed and tracked through our main cash register. 10% of sales plus credit and debit transaction fees from each designer will be deducted and then individual profits will be distributed 1 week after the event.
- Articles must be priced INCLUDING AOF's 10%
- One outfit/item from each participating designer will be featured in our rotating fashion show throughout the evening. Outfits/item will be selected by designers and must be submitted prior to the event. They will be returned immediately after the event.
- Designers are encouraged to donate to the Art of Fashion silent auction which will be available during the evening.
- 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, myspace, etc.

EXHIBITOR CRITERIA & REQUIREMENTS

- Registration Fee \$200.00 (all deposits and payments are non-refundable)
- Registration fee includes; 1x 8ft Skirted table **OR** 1x Clothing Rack, 1x Full page ad in events looped Power Point presentation and a Listing on Art of Fashion website
- Additional Vendor Requirements \$125.00 each (clothing rack or 8ft table)
- You must be a Canadian citizen
- You must have a minimum of 3 years professional fashion design experience
- 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. Must be in digital format.
- A logo, biography or artist's statement (no longer than 50 words), and artist contact information in digital format for the event's looped power point presentation.
- Please provide a price range of the pieces that will be for sale at the show.

Application Form
12th 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 MARK OFF THE FOLLOWING ITEMS YOU HAVE ENCLOSED:

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

Signature Date

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, 2010 to the following address:

Art of Fashion '10
Trunk Show Application
c/o Paradigm Events
3112 Dundas Street West
Toronto, ON M6P 2A1

*Everything submitted with this application becomes the property of Art of Fashion and will not be returned.

*All deposits and payments are final and non-refundable.

*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, 2010.