

STYLE WARS COMPETITION

Presented by *The Association of Fashion Designers*

**Official publication, www.slafd.com*

Competition goals:

- Provide exposure for local, talented fashion designers
- Create opportunities for the participants to network in their respective industries
- Raise awareness of local businesses
- Promote pet adoption from the Humane Society of Utah (Style Wars official sponsor)

STYLE WARS is the ultimate contest for local fashion designers and artisans to “battle” in a professional fashion show and design competition.

Participating designers must design and construct an outfit consisting of a top, dress, bottom, jacket or coat inspired by the competition **theme**.

Competition theme = POLK-A-DOTS. Designer may take the concept of polk-a-dots to bizarre and extraordinary levels. Only the most creative polk-a-dot outfits will be selected for judging!

Fabric can be shredded, woven, painted, dyed, sewn, embellished, or moderately accessorized to achieve the desired aesthetic. Designer must select his or her own model for runway segment.

To win the contest, a designer must achieve a cohesive and creative style inspired by the theme, which is well constructed and shows a unique color story. The winning design will be based on criteria of creativity, construction, craft, style and technique. An invited guest judge will be selected by the event coordinator to judge the competition.

Judging Criteria:

Fashion Designers

*Theme design creativity from 1-3

*Construction quality from 1-3

*Most unique color scheme from 1-3

Contest Rules and Regulations:

- *Designers must have designed and constructed their garments. All designs must be the creation and sole property of the designer.
- *Designers must be on time the night of the show with outfit.
- *Model must be ready to go on time for his or her Fashion Show line-up or team is disqualified for competition.
- *Fashion Show line-up will be decided by fashion show organizers.
- *Designer must submit sketch with color swatches to show organizers.
- *Designer must pay fee to participate in competition before the deadline.
- *Any designer and model not abiding by contest rules and regulations will be disqualified.
- *Contestants must be 16 and older to participate.
- *Aspects of the contest are subject to change with out notice.
- *Contest management or The Hive is not responsible for lost or stolen goods.

Sketch and swatches: Sketch needs to include the following:

- * Paper needs to be 8 ½"X11"
- * Sketch needs to be about 9 " tall
- * Color swatches need to be at least 2"X2"

Submit sketch, fee & application in person to: The Hive art gallery in Trolley Square Mall 2nd level at 5th S. 7th E. 801.971.9831

Fees: \$15 *per designer*. Please make check payable to Jordan Halversen. Fee & applications must be submitted buy no later than October 29th.

Prizes: TBD

Show: The show will be Saturday November 12 starting a 6:30 PM. Please arrive at 6:00 PM for prejudging and show preparation. The meeting place will be on the 600 S. side of the Trolley Square Mall, in the retail open space by the atrium.

Contact info: Vice President of Association of Fashions Designers, Sophie St. Claire 801.614.0918 or at sophie@slafd.com www.slafd.com
Face book: Salt Lake Association of fashion designers

Office use only

Designer # _____

Application: Please fill out completely the bottom portion of the contestant team.

Designer Name _____ Date _____

Phone # _____ E-mail _____

Facebook _____