

THE 20TH ANNUAL FASHION
EXPOSÉ
DESIGNER PACKET



Thank you for showing interest in the 20th Annual Fashion Exposé. This year's show is sure to be an amazing one and we are glad that you want to be a part of it. In this packet you will find the rules and regulations regarding the scholarship competition.

This year's show will be held in the Talley Ballroom on Tuesday, April 4, 2017. If you have any questions please email us at aatsfashionexpose@gmail.com. We look forward to working with you in the future.

CATEGORIES FOR ENTRY

Novice Category : designers seeking to gain experience and exposure in showcasing their work. The experience of the typical novice designer will be limited in garment design and creation, while possessing enough skill, creativity and vision

to compete amongst other college students. Most novice designers have around one to two years experience.

Intermediate & Beyond Category: designers who have several years of experience in creating and designing garments at an intermediate to advanced level. They are able to produce a cohesive line. The designer is typically a junior, senior, or graduate student. However, selection of this category is solely up to the designer.

ENTRY FEE: DUE January 31, 2017 @ 5:00PM.

Novice: \$30

Intermediate & Beyond: \$50

Entry Fee Includes:

- Entry to compete in the 20th Annual Fashion Exposé
- Cover photo featuring designer and collection name for personal and portfolio use
- Access to and ownership of select photos taken by AATS photographers
- Certificate of participation

DEADLINES AND REQUIRED DATES

All participating designers are expected to adhere to the following dates. All models are required to attend both rehearsal dates but are not required to attend any other dates listed below. Failure to attend any of the dates outlined may result in a strong possibility of the designer being removed from the competition

- Information Session (not mandatory): Tuesday, January 17th @ 6pm This information session has been added so students who are unsure of applying can come and ask questions and learn more about FE. We ask that you attend the session before submitting the application if you are unsure about your participation.

- Application Process: DEADLINE: January 31, 2017 Fill out a

completed application for entry online at

aatsfashionexpose.wix.com/fe20. Entry fees may only be paid by cash or check.

Checks should be written out to: African American Textile Society. Please bring payments to the College of Textiles Career Services office, the student-employee at the front desk will assist you with completing your payment.

**Payment period begins on the first day of classes of Spring Semester: January 9, 2017.*

***Payments must be completed by 5:00 pm on January 31, 2017 in order to participate. No exceptions.*

- First Designer's Meeting: Tuesday, February 7, 2017 @ 6:00 p.m.

Location: TBA

Meet the Fashion Exposé committee and begin the planning process in customizing your individual backdrop that will be used on the runway. Other information and documents will be distributed at this meeting.

Items due at the first meeting:

- *A summary of your inspiration or vision for your collection. Must be 3-5 sentences. You may discuss how you acquired your ideas/theme, the meaning, color palette, shape/silhouettes, etc.*
- *A minimum of TWO tentative sketches for your collection which accurately shows your direction for the fashion show.*

(These requirements have been added to aid you in the preparation for creating your introduction video which will be played for the audience before your collection hits the runway. Its purpose is to give the audience your insight for creating your collection! It will also help you with adhering to your plans for designing. Videos may range from 15 to 30 seconds; it will simply be a headshot of you speaking about your collection.)

- Designer's Photo/Video Shoot: February 25, 2017 @ 9:00 am to 12:00 pm. (Each designer will sign up for 10 minute slots. Punctual arrival is expected.)

Location: James B. Hunt Library

Video footage will be captured of each designer for marketing materials to be viewed via the Fashion Exposé Website. This footage will also be used as a part of the Exposé as a visual introduction to the designers and their collection before it is showcased on the runway.

- Request for Letter of Participation: March 20 – March 25, 2017

*Requests to obtain letters of participation will be taken during this time. Letters of Participation can be obtained for all who are participating in the Exposé with scheduling conflicts regarding school. These letters serve as proof that one is a participant of the show. (Letters will be distributed via email on **Tuesday, March 28, 2017.**)*

- Second Designer's Meeting: Thursday, March 23, 2017 @ 6:00

p.m. Location: TBA

Review of expectations for the 'day of show'. Outlines for Rehearsal #1 will be distributed. Designer backdrops will be confirmed for tech testing at Rehearsal #1.

- Rehearsal #1 – Will be discussed and chosen based on all participants' availability.

Location: College of Textiles Convocation Room

- Rehearsal #2 – Saturday, April 1, 2017 @ 10:00 am.

Location: TBA

****Final music for the fashion show AND a confirmed list of participating models will be due by the end of the **Second Designer's Meeting**. Music should be sent via email of a .mp3 or .mp4 file.****



COLLECTIONS

Each designer is **required to have at least 5 designs/looks** for the fashion show. More than likely this will mean that you will have 5 models who will be modeling your looks. This is important because looks are not equivalent. **Novice may not exceed 7 looks** and **Intermediate & Beyond may not exceed 10 looks**.

HAIR/MAKEUP

While the committee will work to seek eligible and qualified professionals, we cannot guarantee hair and makeup services at this time. Therefore designers should expect to provide their own hair and makeup for their models. If the committee acquires information in regards to MUA's and hairstylists, all designers will be notified.

MODELS

All designers are responsible for the selection of models for their collection. A portfolio of models who attended the Fashion Expose model call can be found on the website in the future. You all will have access to this and will be able to contact them on your own. It is on a first come, first serve basis. Models cannot feature in more than one designer's collection.

OVERVIEW FOR THE ORDER OF THE SHOW

- Designers in the novice category will go first, followed by the intermediate & beyond category.
- Each designer is allotted 5 minutes to display their collection. (Please be advised that your music should not go over five minutes. Any music that exceeds five minutes will not be used).
 - Preceding each designer's collection will be a 30 second video highlighting the designer and his/her inspiration for their collection.
- Winners from each category will be announced at the end of the show. All designers will be asked to come out on the runway during this presentation.

PDF PRESENTATION OF COLLECTION

Each designer is required to submit a .PDF file of your entire collection. This .PDF file will serve as an electronic presentation to better showcase the artistry and inspiration used in your collections. These files will be for the judges' use only and should be submitted via email to aatsfashionexpose@gmail.com *no later than 5:00 p.m. on Friday, March 31, 2017*. Help and direction will be provided by the Fashion Exposé committee members to the designers who desire it. Failure to submit all photos of your collection will result in an automatic disqualification.

SCHOLARSHIPS

NOVICE: 1st Place: \$250

(Runner-up and third place will be dependent on the number of entrants)

INTERMEDIATE & BEYOND: 1st Place: \$500

(Runner-up and third place will be dependent on the number of entrants)

RULES

1. All show and exhibition garments must be sewn and created exclusively by the designer in addition to being an original garment.
2. With the exception of accessories, all garments worn by models as a part of the show must be the intellectual property of the designer.
3. Each designer will have a maximum time of 5 minutes
4. All designers must have a minimum of 5 looks as a part of their collection.
5. Designers may provide their own models or select models from the portfolio online.

JUDGING CRITERIA

Design Construction

40
points

Design Appearance	30 points
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Creativity/Originality	35 points
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Collection Cohesiveness	25 points
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Overall Presentation (PDF Collection Portfolio)	20 points
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Total Points: 150