



**WESTERN CANADA
FASHION WEEK**

WESTERN CANADA FASHION WEEK: CREATING A COMMUNITY, BUILDING AN INDUSTRY

Emerging Designer Competition

Thank you for your interest in Western Canada Fashion Week (WCFW), which was established in 2005 and has developed into a nationally-recognized fashion and design event. As the second-largest Fashion Week in Canada, WCFW continues to grow each season, creating a community of designers, stylists, makeup artists and industry professionals who shape this unique fashion, art and design experience that allows all designers to showcase their work to both buyers and clients.

Western Canada Fashion Week created the Emerging Designer Competition to provide a platform for new designers to enter into the world of fashion. Past winners of the competition have used the free showcase to acquire the press coverage and recognition to launch their clothing lines or open their own boutiques. The competition date and prizes can be viewed at www.westerncanadafashionweek.com/competitions.

Why Showcase at Western Canada Fashion Week: How WCFW Stands Out

Designer Opportunities

Comprehensive resources for designers:

We highly subsidize costs while providing an all-inclusive package of resources, including:

- Sponsored showcases
- Design competitions
- Publication + editorial opportunities
- Sample sales
- Year-round promotion, including media coverage, website and blog updates, runway shows, participation in community events

Buyers + Clients

Over 15,000 Attendees Annually:

WCFW and additional fashion events throughout the year bring in over 15,000 attendees every year.

We connect with hundreds of buyers year-round and update them with the latest on our designers and events.

WCFW supports designers in:

- Retail trade shows
- In-store trunk shows

Media Coverage

Recognition at the local, national + international levels:

Our campaigns reach clients and the fashion industry through the media, including:

- Magazines: Avenue, Elle Canada, Flare, LOULOU
- TV: Global TV, City TV
- Newspapers: Calgary Herald, Edmonton Journal, Globe and Mail, National Post, Vancouver Sun
- Radio: CBC Radio, HOT 107
- Online: Million+ WCFW Flickr hits per season

Inclusive Community

Fashion, art + design community working together:

WCFW showcases emerging, mid-career and celebrity designers under an egalitarian framework that provides them with the same opportunities to create world-class runway presentations.

Some notable WCFW presenters include David Dixon, G-Star Raw, Izzy Cammerleri, Joeffer Caoc, and Paul Hardy.

Competition Entry Details

Competition Registration

- Completed Entry and Release Form with entry fee

Competition Day

- Completed model release form and backstage access list
- A short written commentary outlining your overall concept including:
 - Art and design influences
 - Why your entry is unique and innovative
 - An explanation for your inspiration of material choice
- An 8.5"x11" sketch of your finished outfit on white paper (copy or reproduction of original)
- Receipts from purchases of fabric and trim for your outfit
- Completed outfit

Competition Guidelines

1. **Registration:** To enter the competition, you must register with Western Canada Fashion Week (WCFW) by filling out the attached registration form and submitting it with your \$75.00+GST entry fee as per the instructions on the form.
2. **One Complete Outfit:** You must present one complete outfit.
3. **Originality:** All designs must be your own original idea. Judges will inspect each garment before competition for originality and quality, and any submissions that use a premade garment will be disqualified.
4. **Material Price Limit:** You must purchase your fabric and trim for under \$250.00. **Please keep your receipts.**
5. **Model Presentation:** Model presentation is very important; please ensure your model has the appropriate look and walk for a runway presentation.
6. **Judging criteria:** Judging is based on the following criteria:
 - Creativity
 - Originality
 - Wearability
 - Use of fabric
 - Construction
 - Marketability
 - Portrayal of overall look
7. **Model Selection:** You may use your own model, agency model or a model you select from our model profiles at PHABRIK art+design.
8. **Hair + Makeup:** We highly recommend that hair and makeup is professionally done. Many hair stylists and makeup artists will work with you in exchange for on-stage acknowledgement. You can get in touch with Marvell College (780.429.4407), Eveline Charles Academy (780.409.0222) and Est-elle Academy of Hair Design (780.432.7577).
9. **Competition Day:** When arriving at the ATB Financial Arts Barns on the day of the competition, please use the models entrance only. **Doors will open at 4:00 p.m.** You must bring an envelope that includes your purchase receipts, sketch and written description of your outfit to be collected from you when you arrive. Each entrant is required to have their model registration/release sheet present at the door in advance as only models and personnel with their names registered will be allowed access.
10. **Rehearsal for Competitor + Model:** Please arrive with your model at the ATB Financial Arts Barns between 4-6 p.m. on the day of your show. The model should come to the event with hair and makeup near complete; there are dressing rooms for final touch ups. **There will be a rehearsal at 6:00 p.m. with the full technical team** (not a dress rehearsal).
11. **Keep your backstage area tidy:** Bring snacks and beverages for your model (no alcohol is allowed on the premises). **Ensure your area is clean at the end of the evening. WCFW is not responsible for lost or stolen goods.**
12. **Responsibility for model:** Entrants are responsible for their model once the show is complete. This is especially important for any model under the age of eighteen.
13. **Show seating:** Please show respect for the WCFW show personnel and the audience. No leaving and returning to the backstage area. There is no access for backstage personnel to enter the Westbury theatre runway area. Any personnel wishing to see the show may be allowed access into the Westbury theatre if there is still seating available.

EMERGING DESIGNER COMPETITION REGISTRATION FORM + RECEIPT

Please print clearly (or type directly into editable PDF form and save). Any questions about the application can be directed to Sandra Sing Fernandes at sandra@wcfw.ca. To arrange for payment by cash or cheque, please email sandra@wcfw.ca.

Submit completed form with payment by email (with electronic funds transfer) to sandra@wcfw.ca

Competitor Information – Designer

Full Name: _____ Date: _____
Address: _____ City _____ Province _____ Postal Code _____
Phone: _____ Email: _____

Model Information

Full Name: _____ Date: _____
Address: _____ City _____ Province _____ Postal Code _____
Phone: _____ Email: _____

Competitor + Model Agreement

Fees for a competitor: \$75+GST. Fees are non-refundable unless the cancellation is given to Western Canada Fashion Week at least 45 days in advance. **Cheques should be made payable to Western Canada Fashion Week.**

I agree to participate in Western Canada Fashion Week in the Emerging Designer Competition. I understand and agree to the above conditions of this legal and binding contract. I will not hold WCFW responsible for any allergic reaction or harm that may come to the model as a result of product use or application by the hair stylist/makeup artist.

Signed, _____ Date: _____
Designer Signature

Signed, _____ Date: _____
Model Signature

Receipt

Paid by _____ Received by _____ Date: _____
Name WCFW Staff Signature

Please keep a copy for your records and have it signed at WCFW. We do not provide another invoice.

COMPETITOR/MODEL RELEASE FORM + BACKSTAGE ACCESS LIST

Submit completed form with the Registration Form if you have the model's signature. Otherwise, bring the completed form to the ATB Financial Arts Barns on the day of the competition for entry backstage.

Backstage access shall not exceed 4 individuals.

For valuable consideration, I hereby irrevocably consent to and authorize Western Canada Fashion Week to use any and all photographs and video, in all forms, which have been taken of my work and model (listed below). The photographs and/or video in all forms shall constitute the property of Western Canada Fashion Week.

Entrant: _____ Signature: _____ Date: _____

If the model is under the age of eighteen (18) years, consent must be signed by a parent or guardian who agrees: I represent that I am the parent/guardian of the model named. For value received I hereby consent to the foregoing on his/her behalf.

Model's Name	Signature (Parent/Guardian if under 18)	Email Address (Required)

Backstage Access List

1	Entrant:	
2	Model:	
3		
4		