



WESTERN CANADA
FASHION WEEK

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

For the Love of Winter Design Competition

Western Canada Fashion Week (WCFW) and WinterCity Strategy present the For the Love of Winter Design Competition: one of the most market-driven fashion competitions of the season, open to all designers. Design **one complete women's, men's or children's winter outfit**. WCFW and WinterCity Strategy will be holding an outdoor runway show, open to the public and covered by the media, to showcase the designs.

The top three finalists of the competition will announced by celebrity and media judges and their creations displayed during Western Canada Fashion Week. Finalists are awarded cash prizes and professional photographs of their creations. Additional prizing information can be viewed at www.westerncanadafashionweek.com/competitions.

Submit Registration by email to sandra@wcfw.ca

Visit the WCFW website for Competition Date & Details

Competition Entry Details

Competition Registration

- Completed Entry and Release Form
- 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 full length gown on white paper (copy or reproduction of original)

Final Winter Outfit Submission

- Model release form
- Completed outfit with model

Competition Rules + Regulations

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 written commentary and sketch as per the instructions on the form.
2. **Winter Outfit:** Design one complete winter outfit—women's, men's or children's.
3. **Originality:** All designs must be your own original idea.
4. **Label design submissions:** Clearly print your full name and email address on every item submitted.
5. **Submit copies:** Do not send your original artwork. Instead, all designs should be clear, non-smudging reproductions or copies.
6. **Model Presentation:** Model presentation is very important; please ensure your model has the appropriate look and walk for a runway presentation.
7. **Judging criteria:** Judging is based on the following criteria:
 - Creativity
 - Originality
 - Technique
 - Portrayal of overall look
8. **Model Selection:** You may use your own model, agency model or a model you select from our model profiles from PHABRIK art+design.
9. **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).
10. **Competition Day:** **Arrive at the ATB Financial Arts Barns, Sample Sale Room in the foyer at 2:00 p.m.** on the day of the competition for the outdoor runway show. 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. **Winners will be awarded prizes at the 8:00 p.m. evening show** by celebrity and media judges.
11. **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.
12. **Finalist outfits:** Winning outfits will become the property of WCFW for the duration of fashion week and will be on display.

FOR THE LOVE OF WINTER DESIGN COMPETITION ENTRY AND RELEASE FORM

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.

Submit completed form by email to sandra@wcfw.ca

Competitor Information – For the Love of Winter Design Competition

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

How did you learn about this competition? _____

By signing this Entry and Release Form, I acknowledge that I have read and understood the official rules and regulations for the For the Love of Winter Design Competition and agree to abide by them. I represent that the attached work qualifies for submission to this competition. I hereby give my consent to Western Canada Fashion Week (WCFW) and to those it may authorize to photograph and film me and/or my work, to quote and record statements made by me, and to use, reproduce, publicly display, distribute, sell, and/or create derivative works from images of me and/or my artwork and statements made by me (with or without my name) and identify me by name and with my school and employment information, in all forms of media now known or later developed, including the internet, for any editorial, promotional, advertising, trade, commercial, or other purpose whatsoever, in perpetuity throughout the world.

I understand that WCFW and those it may authorize shall not be responsible for unauthorized duplications and/or use by third parties on the internet or otherwise. I hereby release WCFW, those it has authorized, and their respective successors and assignees, from any and all claims and/or damages that may arise regarding the use, reproduction, display, distribution, and/or sale of images of me and/or my artwork, and statements made by me as consented to herein, including any claims of defamation, invasion of privacy or infringement of moral rights, rights of publicity, or copyright.

By signing this form, I certify that any work submitted is original and mine alone and that I have the right to grant the permissions herein granted. I have read and understood this form.

Entrant: _____ Signature: _____ Date: _____

Registration Receipt

Received by _____ Date: _____
PHABRIK Staff Signature

Please keep a copy for your records and have it signed at PHABRIK art+design.

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		