



WESTERN CANADA
FASHION WEEK

WHYTE AVENUE RETAIL SHOWCASE

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

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.

Unique to WCFW, the Retail Showcase was developed to support shopping districts and local businesses. WCFW wants to promote businesses on Whyte Avenue and in the area with the Whyte Avenue Retail Showcase and we invite you to participate. Our goals are to provide our Fashion Week reach and create new marketing opportunities for you to promote your business to the WCFW audience by the way of media and a New York-style runway show.

The presentation will be a runway show on a 64 x 6 foot runway. Each retailer can show two outfits for \$50.00+GST. If you want to show more outfits, it is \$25.00+GST per outfit. Retailers who work closely with us on their presentation can maximize the success of their showcase, and we look forward to collaborating with you to create a powerful event. Each retailer can show two or more outfits.

WCFW Retailer Runway Package

Show Venue

Complete environment, including:

- 64' x 6' runway
- Audience seating for 350
- Staging area with full amenities
- Theatrical lighting + sound
- Three screens with two projectors
- Event production staff
- Photographers + videographers

Models + Stylists

Access to WCFW models + salons:

- Option to use agency and/or your own professional models, or select models from the WCFW open call
- Option to use your own professional hair stylist and makeup artist, or connect with a WCFW-associated salon

Marketing + Advertising

Full ad campaign reaching local + international audience:

- Print marketing materials
- Press releases + press kits
- Website + social media campaigns
- Coverage on TV + news media

Vendor Opportunities

On-site sample sale during and after WCFW:

- On-site vendor area for sample sales during Fashion Week at a low rate of \$50.00 per night
- PHABRIK art+design Sample Sale running the weekend after WCFW

WCFW Retail Showcase Checklist

Fashion Show Registration + Preparation Prior to Event

- Registration + Fees:** We request that retailers register early to secure a spot in a show. The entry fee for runway time is \$50.00+GST for two models/two outfits, and \$25.00+GST per additional outfit. Please complete the attached Registration Form and submit payment as directed.
- Models:** You may use your own models, providing that they are professional. All agencies and freelance models are welcome. You also have the option to attend the model Open Call at PHABRIK art+design to choose models at no additional charge.
- Release Form:** Retailers and models must sign a release form allowing WCFW to use their image for publicity material. Please submit your signed Model/Retailer Release Form, attached, by 4 p.m. the day of your show at the latest.
- Hair + Makeup:** You are responsible for finding your own professional hair stylist and makeup artist. If you need assistance, please contact us to be connected with a WCFW-associated salon, who can assist you for your show in return for promotion of their salon in your show credits.
- Retailer Sign:** Prepare a 2x10 inch sign (foam core recommended) with your business name on it.
- Music:** You may provide your music as a group; if so, the following will apply: You must provide music on a CD or USB key for your show. The song tracks **must be mixed (a continuous stream of music with no gaps in-between songs)** for the entire length of your show. If you need assistance, please contact us as we can provide a contact to a music mixing service. CDs or USB keys must be dropped off to venue music booth at rehearsals, 6 p.m. on the day of your show, but remember to pick them up after the show or they will be discarded. Make sure your CD/USB key is properly labeled with your name, Whyte Avenue Showcase, and any additional information the sound technician will need. **If music is not provided, WCFW will play music for your set.**
- Visuals/Logos/Credits:** There are three projection screens at the end of the stage: a large center screen at the beginning of the runway, and a duplicated set on each side of the runway. Please submit the name of the stores presenting, credits for any modelling agencies, sponsors, hair stylists and makeup artists and WCFW will project the information on the screen.
- Backstage Access:** Only retailers, models, and two to four dressers for the entire showcase are allowed backstage access. Please submit your Backstage Access List no later than 4 p.m. on the day of your show to the front desk, otherwise, security will not permit entry. Once signed in, dressers and models are not allowed to go from the staging area into the show area.
- Backstage Materials:** Please provide one rolling rack for the Whyte Avenue Showcase.
- Marketing/Promotions:** Retailers are responsible for promoting and advertising their show to their customers and partners. To get started:
 - Obtain print marketing materials, such as WCFW postcards from PHABRIK art+design to distribute to your contacts.
 - Advise press that they can register with WCFW can obtain VIP access.
 - Submit your promotional materials, such as business cards, and brochures to WCFW staff the day of your show at 4 p.m. for distribution to show attendees.
 - Post your event details on your website and social media sites.
 - Forward WCFW social media posts to your contacts, using #wcfw.
 - Follow WCFW on Twitter and Facebook.
 - Please contact us if you are interested in any pre-season television spots, or an editorial shot in PHABRIK Magazine.
- Sample Sale Opportunities:** You may bring discounted samples any time between 4–7 p.m. during WCFW to the sample sale room on site. There is no charge for being part of sample sale and WCFW volunteers will handle sales, but a 20% fee is charged on items sold. Please contact us for more details and to confirm your participation in the sample sales.

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Fashion Show: Day of Event

- **Arrival Time:** Bring your garments to the ATB Financial Arts Barns at no earlier than 4 p.m. the day of your show, as the venue will not be open prior to that time. At 4 p.m., you may enter your dressing rooms or assigned rooms.
- **Staging Area + Dressing Room:** You are responsible for your models. Provide snacks and drinks for your models. **No alcohol** is permitted backstage. **Please keep the area clean, bagging all garbage, and double-checking to ensure nothing is left behind as WCFW is not responsible for lost or stolen items.** If you need a drop cloth, please bring one, and have someone sweep your dressing room or change area for the next retailer.
- **Rehearsals:** Rehearsal time is available for all retailers at 6:00 p.m. on the evening of their showcase.
- **Audio/Visual:** At the rehearsal, submit the name of your store and any additional credits to be projected on the screens. (If applicable) At 6 p.m., please drop off your Music CD or USB key to the sound booth, and your Visuals/Logos/Credits media with the AV technician. Please pick up your CDs or USB keys before the end the evening.
- **Attendees + Guests + Show Participants:** Please ask your attendees and participants to not to disrupt the show by leaving between presentations in respect for the retailers, other attendees, and photographers. There is a fifteen minute intermission during each show; please encourage your friends and family to stay for the entire evening—if this is not possible, please advise them to take seats in the back.

Post Event

- **Photographs + Videos:** WCFW has a team of professional photographers and videographers who capture photos and video of every model for every show. WCFW runway photos that are used for print must credit both the photographer and WCFW. All proof images are made available in digital format to retailers and models after WCFW at no charge. Final digital images, prints and videos can be obtained after the conclusion of WCFW for a fee. Images from previous WCFW seasons can be viewed at <http://www.flickr.com/photos/westerncanadafashionweek/sets/>, which received over a million hits last season.

WCFW Contact Information + Venue Locations

Western Canada Fashion Week

Retailer registration + all other WCFW inquiries:

Sandra Sing Fernandes, Director

Email: sandra@wcfw.ca

Skype: phabrikmagazine

www.westerncanadafashionweek.com

ATB Financial Arts Barns

Venue for all WCFW shows during Fashion Week:

10330 – 84 Avenue

Edmonton, AB T6E 2G9

Box Office: 780.409.1910

www.fringetheatre.com

WHYTE AVENUE SHOWCASE REGISTRATION

Please print clearly (or type directly into editable PDF form and save). Any questions about the application can be directed to whyteave@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

Retailer Information

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

Store + Collection Information

Retail Store Name: _____ Number of Pieces: _____
Description of Collection: _____

Retailer Agreement

Fees for a Retailer: \$50+GST for two outfits, additional outfits are \$25+GST each. 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, _____ of _____
Name Company

agree to participate in Western Canada Fashion Week in the Retail Showcase. I understand and agree to the above conditions of this legal and binding contract.

Signed, _____ Date: _____
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.

WHYTE AVENUE RETAILER/MODEL RELEASE FORM + BACKSTAGE ACCESS LIST

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 models (listed below). The photographs and/or video in all forms shall constitute the property of Western Canada Fashion Week.

Retailer: _____ 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)
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

Whyte Avenue Showcase Backstage Access List

1	Dresser:	
2	Dresser:	
3	Hair Stylist:	
4	Makeup Artist:	