



**WESTERN CANADA  
FASHION WEEK**

# DESIGNER REGISTRATION KIT



## 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.

### 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

#### 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 and update them with the latest on our designers and events.

#### 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, Lou Lou
- TV: Global TV, City TV
- Newspapers: Calgary Herald, Edmonton Journal, Globe and Mail, National Post, Vancouver Sun
- Radio: CBC Radio, HOT 107

#### 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 Cammerlteri, Joeffer Caoc, and Paul Hardy.

*“I absolutely love showing with WCFW. It is such a supportive environment: the models, hair and makeup teams, photographers, sound people, backstage assistants, graphics team. As a designer, WCFW really offers a polished, professional venue to present my collections. Not to mention everything that comes out of it, like press, industry contacts and actual sales.”*

- Michelle Roberts, Emogene Couture

*“Producing the type of shows I am able to produce—in Canada, with twenty gorgeous, professional models provided for me, a packed house and press opportunities—it was fabulous. The support at WCFW is beyond belief.”*

- Michael Kaye, Michael Kaye Couture

*“As always, that’s the most amazing event a designer could ever hope to be a part of. The more shows I do the more I appreciate I have for what you’ve created. I am so grateful for WCFW. It’s truly a platform that will change careers and I always leave feeling like I accomplished a hurdle and learnt so much; I feel confident in the collection the setting and the media that attend. It’s a true rarity in my experiences thus far. From the bottom to the top of my heart THANK YOU and your team for what you do. XO”*

- Anya Dionne, Anya Dionne Design



**WCFW Show Experience:** 1. Staging area for dressers, hair stylists, makeup artists 2. Access to agency + freelance models 3. World-class production environment with multimedia capabilities 4. Professional photographers at all shows

## DESIGNER SHOWCASE INFORMATION

Western Canada Fashion Week provides everything a designer needs for a successful runway show. To ensure the highest caliber presentation, please review the information below along with the WCFW Designer Showcase Checklist. Your support and observance of the following procedures will help WCFW achieve the highest level of professionalism.

- Duration:** Each designer is given 10 to 15 minutes of runway time, which corresponds to 8 to 20 outfits.
- Originality:** If you are entering as a designer, your entire collection must be original.
- Fees:** Designer: \$300+GST (value of \$3000); Designer Brand (eg. Diesel Jeans): \$1000+GST (value of \$4000)
- Sponsorships:** You may find your own sponsors to help cover the production of your WCFW show. WCFW will assist you with a sponsorship package and provide your sponsor(s) with sponsorship recognition.
- Marketing:** We request that designers put effort into promoting their event to bring in an engaged audience for their show, and to build their clientele. Promotion of specific shows is not the responsibility of WCFW.

## WCFW Designer 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 one main projection, plus two side screens with the same image
- Event production staff
- Photographers

### Models + Stylists

**Access to WCFW go-see 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

**Campaigns reaching local + international audience:**

- Press releases + press kits (provided by designer)
- Promotion to buyers (have your buyers contact [sandra@wcfw.ca](mailto:sandra@wcfw.ca) for free VIP tickets)
- Website + social media campaigns (have your media contacts email [sandra@wcfw.ca](mailto:sandra@wcfw.ca) for free VIP tickets)
- Coverage on TV + news media

### Sample Sales

**Sample sales during WCFW**

- Free trunk show on the night of the runway show
- On-site vendor area for sample sales during Fashion Week free of charge

## WCFW Designer Showcase Checklist

### Fashion Show Registration + Preparation Prior to Event

- Registration + Fees:** We request that designers register early to secure a spot in a show. New designers need to be qualified, please email [sandra@wcfw.ca](mailto:sandra@wcfw.ca) to get started. Fees must be paid to be listed on the calendar and are nonrefundable without 30 days' notice. 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. Please check the WCFW Facebook page for dates and locations for model open calls and go-sees.
- Release Form: Designers and models must sign a release form** allowing WCFW to use their image for publicity material. Please submit your signed Model/Designer 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.
- Music:** 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, collection name and any additional information the sound technician will need.
- 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 a CD or USB key (**separate from your music CD/USB key**) labelled with your name, collection name, and any additional instructions with the multimedia you would like to project on the screens at rehearsals, 6 p.m. on the day of your show. Examples of multimedia include a PowerPoint presentation with your logo, credits for any modelling agencies, sponsors, hair stylists and makeup artists, or background ambiance visuals such as photos or videos. **Feel free to use your creativity!**
- Backstage Access:** Only designers, models, and two dressers 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 your own rolling racks, drop cloths, a steamer or iron.
- Marketing/Promotions:** Designers are responsible for promoting and advertising their show to their clients and buyers. To get started:
  - Advise your buyers that they can register with WCFW can obtain free VIP access.
  - Submit your promotional materials, such as press kits, business cards, and brochures to WCFW staff the day of your show 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, Facebook and Instagram.
  - Please contact us if you are interested in any pre-season television spots.
- Sample Sale Opportunities:** On the night of your show, you can participate at a designer's trunk show at no charge. Additionally, 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. You have to provide staff for the trunk show. Please contact us for more details and to confirm your participation in the sample sales.

You may also sell your goods on site during other days in vendor area provided we are informed in advance and you provide staff for your booth.

*Continued on the following page*

- **Venue for model go-sees:** Please check the WCFW Facebook page for dates and locations for model go-sees.
- **After Parties:** The official WCFW after party was created to be a networking environment for designers to meet and mingle after the show and to sell their samples. It is a wonderful way to make new clients and talk to buyers and press who attended the show. If you are hosting a private party, please schedule it after 10 p.m. to take advantage of this networking opportunity. Please do not advertise private after parties at WCFW events unless authorized by WCFW.

## 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 designer.
- **Rehearsals:** Rehearsal time is available for all designers from 6:00–7:15 p.m. on the evening of their showcase on a first come, first served basis. From 6 p.m. onwards, please contact the show coordinator if you have any questions or require any assistance prior to the show.
- **Audio/Visual:** 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 designers' presentations in respect for the designers, 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:** WCFW has a team of professional photographers who capture photos 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 designers and models after WCFW at no charge. Final digital images and prints 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

#### Designer registration + all other WCFW inquiries:

Sandra Sing Fernandes, Director

Email: [sandra@wcfw.ca](mailto:sandra@wcfw.ca)

Skype: phabrikmagazine

[www.westerncanadafashionweek.com](http://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](http://www.fringetheatre.com)

## DESIGNER 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](mailto:sandra@wcfw.ca). To arrange for payment by cash or cheque, please email [sandra@wcfw.ca](mailto:sandra@wcfw.ca).

**Submit completed form with payment by email (with electronic funds transfer) to [sandra@wcfw.ca](mailto:sandra@wcfw.ca)**

### Designer Information

Full Name: \_\_\_\_\_ Date: \_\_\_\_\_  
Address: \_\_\_\_\_ City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### Company + Collection Information

Company Name: \_\_\_\_\_ Number of Pieces: \_\_\_\_\_  
Description of Collection: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Designer Agreement

Fees for a Designer: \$300+GST; Designer Brand: \$1000+GST. Fees are non-refundable unless the cancellation is given to Western Canada Fashion Week at least 30 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 Designer Showcase. I understand and agree to the above conditions of this legal and binding contract.

Signed, \_\_\_\_\_ Date: \_\_\_\_\_  
Signature

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### 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.*

# DESIGNER/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.

Designer: \_\_\_\_\_ 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)
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## Backstage Access List

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