

CALL FOR DESIGNERS

The Art of Fashion is currently seeking talented Canadian designers to participate in the annual fashion design & exhibit competition.

The Art of Fashion is a not-for-profit organization committed to fostering the careers of emerging Canadian apparel and accessory designers by creating platforms for exposure.

ART OF FASHION



Deadline for Submissions

August 18, 2008

Design and Exhibit
Competition

*Saturday, October 4, 2008
Wrong Bar*

Art of Fashion Trunk Show
(winners to be announced)
*Thursday, October 16, 2008
Drake Hotel*



The Art of Fashion will once again hold its annual design competition, as an independent project of the 2008 Scotiabank Nuit Blanche, Toronto's all-night art exhibit.

As part of the competition, the Art of Fashion challenges designers to interpret and bring to life their expression of the artistic theme, "Between the Lines".

"Between the Lines" – THEME DESCRIPTION

"Between the Lines" can be interpreted as the divide between good and evil, black and white, heaven and hell, dusk and dawn, or even an everyday juxtaposition. It is an exploration that unites cultural, historical, and community boundaries. It is the elements that have helped shape one's own life and the way it ties lives together, bringing life from the past, to the present and into the future.

Combining fashion with art gives you, the designer, the chance to create a personal realm that tells your tale and communicates it back to the public. You will be required to explore what lies between your own lines, and bring your personal expression to life through your themed collection and presentation.

ART OF FASHION 2008 DESIGN & EXHIBIT COMPETITION

Saturday, October 4th, 2008, 7:00am-7:00pm
Wrong Bar, 1279 Queen Street West, Parkdale Village

Only 10 of Canada's top rising designers will be selected for a chance to participate in the Art of Fashion 2008 "Between the Lines" fashion design & exhibit competition. Vying for the titles of **Most Promising Designer** and **Best Exhibit** each designer will create a collection of six unique garments based on their interpretation of this year's theme. They will bring their collection to life through innovative displays, using any creative platform they wish to enhance their collection.

The finalists for the design competition will be selected by a panel of industry judges and the Art of Fashion board of directors. The industry panel includes Evan Biddell, Winner of Project Runway Canada, Michelle Germain Owner and Curator of Shopgirls Boutique on Queen St. W, and a representative from Fashion Group International.

Combining years of expertise, the industry panel will also cast their vote to determine who will be crowned Most Promising Designer, from the Art of Fashion Design & Exhibit Competition, taking place during Scotiabank Nuit Blanche.

However, it will be up to the public, the thousands of art and fashion enthusiasts, to choose which designer has created the best exhibit. Using the EYE MAGAZINE voting stations, attendees will select one designer for the award of Best Exhibit.

The Most Promising Designer and Best Exhibit will be announced at the Art of Fashion Trunk Show, on October 16, 2008 at the Drake Hotel.

WHAT'S INVOLVED

Once selected, each of the 10 designers will be required to create a 6-piece collection based on their interpretation of the "Between the Lines" theme. 5 pieces will be exhibited at the Wrong Bar, where designers will be required to creatively bring their theme to life. The last piece will make its way through the Milky Way fashion show and onto the historical TTC car for additional exposure. The 10 designers will be filmed in the 2008 Art of Fashion documentary which will recount each designer's exploration of the theme and inspiration behind their collection. The documentary will be projected on the outside of the Wrong Bar.

Fashion Show in the Milky Way

This will feature one piece from each designer's collection worn by a dancer. The 'Milky Way' is the area that runs behind the Wrong Bar, and will act as a lit up runway, guiding individuals to the main exhibit.

Historical TTC Streetcar

This vehicle will serve as a means for passenger pick-ups and drop-offs. AOF models/actors, dressed in the featured designers' garments, will be sitting in seats and/or walking through the car performing monologues about the designer's inspiration. This will work as an audience grab, drawing individuals to the venue.

AOF Documentary

Designers will have the opportunity to talk about their inspiration and be filmed in the early creation stages, as their designs come to life. The documentary will also be posted on Art of Fashion and Paradigm Events website.

DESIGNER BENEFITSDesigner Finalists will receive:

- Exposure to 425,000+ people during the highly anticipated Scotiabank Nuit Blanche
- 4 x Complimentary tickets to Trunk Show VIP Cocktail Reception for friends and families (exclusive invite only event for fashion media, buyers and supporters)
- 8 complimentary tickets to Trunk Show VIP Cocktail Reception for industry associates, media and buyers of designer's choice (exclusive invite only event for fashion media, buyers and supporters)
- Opportunity to exhibit one piece of your final collection during the Trunk Show to the fashion media and buyers
- 50% discount for a booth during the Trunk Show – once you are selected, you may send the cheque to reserve a spot at the Trunk Show.
- Recognition on the Art of Fashion website
- Recognition on Paradigm Events website
- Recognition in Paradigm Events Newsletter
- Participation and exposure in Art of Fashion 2008 Documentary
- Opportunity to showcase your collection at various Art of Fashion traveling art installations

Most Promising Designer will receive:

- A presentation during the Art of Fashion Trunk Show VIP Cocktail (exclusive event for fashion media, buyers and industry supporters)
- Recognition as Art of Fashion 2008's Most Promising Designer
- Recognition on Paradigm Events and Art of Fashion websites
- Minimum \$1000.00 Cash Grant awarded
- Street Level Exposure in the window display of Shopgirls Boutique, one of Toronto's top fashion outlets
- Opportunity to sell garments in Shopgirls (please note: this is not guaranteed and dependant on the fit between the winner and the merchant)
- Complimentary photo shoot (includes 1 day photo shoot with photographer, 1 model, hair and make-up) with one of Toronto's top fashion photographers (designers will own the rights to all of the images and be able to use these images for promotional purposes)
- Complimentary ticket to FGI Forum

Best Merchandiser will receive:

- A presentation during the Art of Fashion Trunk Show VIP Cocktail (exclusive event for fashion media, buyers and industry supporters)
- Recognition as Art of Fashion 2008's Best Exhibit
- Recognition on Paradigm Events and Art of Fashion websites
- Minimum \$500.00 Cash Grant
- Street Level Exposure in a window display, one of Toronto's top fashion outlets
- Complimentary photo shoot (includes 1 day photo shoot with photographer, 1 model, hair and make-up) with one of Toronto's top fashion photographers (designers will own the rights to all of the images and be able to use these images for promotional purposes)
- Complimentary ticket to FGI Forum

KEY DATES

Designer Application Deadline	5:00PM August 18 th , 2008
Designer Finalists Announced	6:00PM August 21 st , 2008
Documentary Filming	September 15 – 20 th , 2008
Design & Exhibit Competition	6:52PM Oct. 4 th , 2008 – 7:00AM Oct 5 th
Trunk Show Submission Deadline	5:00PM September 30 th , 2008
Winning Designer Announced	6:00pm-October 16, 2008
Art of Fashion Trunk Show	4-midnight-October 16, 2008

ART OF FASHION 2008

The Art of Fashion design competition is in its 10th year of production. In 2007, the organization took its marquee event to Scotiabank Nuit Blanche, Toronto's exclusive all-night showcase of contemporary art. As an independent project, the design competition was the first 'fashion' exhibit and received broad reaching exposure and attendance. Building on the huge success from last year's event, Art of Fashion has once again partnered with Scotiabank Nuit Blanche for "Between the Lines".

The highly-anticipated annual design competition is followed up by the Art of Fashion Trunk Show – a one night shopping extravaganza. The Trunk Show, open exclusively to Canadian designers, provides a unique retail environment and attracts a targeted group of shoppers and fashion buyers. The "Most Promising Designer" and "Best Merchandiser" will be announced and awarded at the show.

"Between the Lines" Design & Exhibit Competition
Art of Fashion Trunk Show

October 4 – 5th, 2008
October 16th, 2008

BACKGROUND

Art of Fashion is a not-for-profit organization committed to fostering the career of emerging Canadian apparel and accessory designers by creating platforms for exposure. For the past 10 years, Art of Fashion has supported emerging Canadian designers through annual fashion events, with the main attractions being the design competition and designers trunk show.

Art of Fashion was created and founded in 1998 by Michelle Planche, President of Paradigm Events Inc. The Art of Fashion is produced annually by Paradigm Events Inc. Based in Toronto, Paradigm Events Inc. provides dynamic and professional event planning for special events and corporate conferences throughout North America. www.paradigmevents.com. Art of Fashion is driven entirely by the support of volunteers.

For more information on Designer Benefits, please visit www.artoffashion.org

To find out more on Scotiabank Nuit Blanche, please visit www.scotiabanknuitblanche.ca

2008 DESIGNER APPLICATION FORM

Art of Fashion 2008 Design & Exhibit Competition

PLEASE TYPE OR PRINT CLEARLY

Name: _____

Title: _____

Proposed "Between The Lines" Collection Name: _____

Company Name: _____

Mailing Address: _____

City: _____ Province: _____ Postal Code: _____

Telephone: _____ Cellular: _____ Fax: _____

E-mail: _____ Website Address: _____

DESIGNER CRITERIA & REQUIREMENTS

- You must be a Canadian citizen
- You must have a minimum of 3 years professional fashion design experience
- You must be willing to participate in the "Between the Lines" documentary and be available during the scheduled time of filming
- If selected as a finalist, you must provide necessary equipment/medium to display your works (i.e. mannequin, model, sculpture, etc.) for the Design & Exhibit Competition, taking place during Scotiabank Nuit Blanche. Each collection will be roped off by sanctions and secured.
- If selected as a finalist you or a representative of your work must be present from 7pm-7am during Scotiabank Nuit Blanche. (please note that industry judging will most likely take place between 7pm-9:00pm)
- You must be in attendance at the Art of Fashion Trunk Show, and be prepared to showcase one piece of your collection at the event.

YOUR APPLICATION MUST INCLUDE:

(in a CD or DVD Format)

- Six Design Sketches* of your interpretation of the theme "Between the Lines" (Electronic version and printed version MUST be provided) - All sketches must be of clothing articles. Each sketch will be considered as one collection item (6 sketches presented per artist)
- Biography (max 200 words)
- Photo of yourself in a jpeg
- Monologue (max 200 words) – will be used for a model representing your collection
- Explanation of your interpretation of the theme (max 500 words)
- Designer logo (in hi-res EPS or TIFF)
- Application Fee of \$25.00 made payable to: The Art of Fashion

Incomplete applications will not be accepted.

All applications will become the property of the Art of Fashion and will not be returned to the designer*.

All submissions must arrive by 5:00PM, August 18, 2008 to the following address:

Art of Fashion '08 Design Competition
 c/o Paradigm Events
 3112 Dundas Street West
 Toronto ON M6P 2A1

**If you are not accepted and wish to have your sketches returned to you, please enclose a self addressed and stamped 8" x 13" envelope.*

If you accept the above terms and conditions stated above, please sign where indicated below and include this 2-page (6&7) application form in your submission. Upon acceptance by both parties, a contract will be developed and will constitute a binding agreement between The Art of Fashion and designer effective on August 21, 2008.

Accepted and agreed to this _____ day of _____, 2008.

 Name

 Collection Title

 Signature

 Date