



FREQUENTLY ASKED QUESTIONS

What is Avant Garde Gallery?

Avant Garde Gallery is FASHION EXPOSED's design competition and seasonal showcase exclusively reserved for students of design.

What is Debut?

Debut at FASHION EXPOSED is an industry launching platform for The Hottest New Labels from Australia and New Zealand.

When and where are Debut and Avant Garde Gallery held?

Both competitions and showcases are held twice a year, once in Sydney in February/March for the following Spring/Summer collections and once in Melbourne in August/September for the following Autumn/Winter collections.

Who can participate?

Current students of design apply for the Avant Garde Gallery.

New and emerging designers launching their label or in business less than three years are eligible to apply for Debut.

All applications are subject to selection criteria, participants are selected by industry advisers, see application document for details.

What can be entered?

Avant Garde Gallery accepts applications of single looks in costume and couture design.

Debut is open for seasonal collections in the categories Apparel and Accessories.

All entries / collections must be original, fresh and innovative, new and appropriate to the relevant season, shown for the first time, show highest professional standard, and (Debut only) not exceed more than 6 looks or 30 individual items.

What to expect if selected?

Successful applicants can expect prominent space at FASHION EXPOSED, a fully designed stand, signage, inclusion in the official fair catalogue, extensive media coverage and access to over 8,000 qualified trade visitors.

What exactly is the competition?

All selected participants automatically enter the competition in their respective category:

Avant Garde Gallery – for the most spectacular costume and couture design

Debut Apparel – for the best new seasonal collection in womenswear, menswear or urban/streetwear

Debut Accessory – for the best new seasonal collection in jewellery, millinery, footwear or bags and other accessories

A panel of high-profile industry judges will select one winner in each of the categories via a point system judging innovation, execution, material choice, marketability (Debut only) and originality.

What are the prizes?

A lucrative prize pool awaits the winners of the awards. Prizes may include Fashion Exposed stand packages and /or cash prizes.

What does it cost to participate?

There is neither an application fee nor a participation fee. Selected participants are responsible for getting their entry or collection to and from the relevant venue at preset dates and times, organising their own public liability and goods insurance and covering their own travel and accommodation costs if required.

How to apply?

Download the relevant information and application form from the fair website www.fashionexposed.com and submit the completed form together with the required application support material by the due date.

For more information and a copy of the current information document and application form please go to www.fashionexposed.com

Organiser

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