



Invitation

Attention fashion design students and new designers: FASHION EXPOSED Melbourne 2010 is now calling for applications for **Avant Garde Gallery** and **Debut**.

Avant Garde Gallery, originally part of Debut and now a stand alone feature exclusively reserved for students, welcomes entries of spectacular costume and couture designs.

Introduced in Sydney 2006 and instantly celebrated, **Debut** is *the* launching platform for **The Hottest New Labels from Australia and New Zealand**.

FASHION EXPOSED is Australasia's premier fashion trade fair attracting over 8000 qualified Australian and international buyers. Focus in Melbourne will be on autumn/winter 2011.

Applications for Avant Garde Gallery and Debut now welcome
FASHION EXPOSED Melbourne 29-31 August 2010
Closing Date for applications is Wednesday 2 June 2010 at 5pm EST

For further information about the Fair go to www.fashionexposed.com or contact Debut Curator Uli Hasel on email debut@aec.net.au or telephone +61 3 9654 7773.

CONDITIONS OF ENTRY

ELIGIBILITY

Avant Garde Gallery is open to tertiary students with proof of current enrolment in any Australian or New Zealand tertiary design course. Recognised tertiary design directions include fashion, clothing production, footwear, jewellery, millinery, art and design.

Debut is open to new and emerging designers with proof of Australian or New Zealand business registration (ABN or NZBN) or proof of graduation of relevant design course and in business less than three years. Previous Debut participants are not eligible; contact the Fair organiser to discuss alternative options for exhibiting at FASHION EXPOSED.

SELECTION CRITERIA

Entries or collections must:

- Be original, fresh and innovative
- Be new and appropriate to the relevant season
- Be shown for the first time
- Show highest professional standard, and
- Not exceed more than 6 looks or 30 individual items (Debut only)

APPLICATIONS

Completed applications must be emailed and received by the due date.

Applications for Avant Garde Gallery and Debut at FASHION EXPOSED Melbourne 2010
close **Wednesday 2 June 2010 at 5pm EST**

CATEGORIES

FASHION EXPOSED welcomes entries in the following categories:

- **Avant Garde Gallery** – single look only
- **Debut Apparel** – womenswear, menswear, urban/street wear collections
- **Debut Accessory** – jewellery, millinery, footwear, bags and belts, accessories

FORMAT

This application document and form is for:

- **Autumn/Winter 2011** at FASHION EXPOSED 29 – 31 August 2010, Melbourne Exhibition Centre

Avant Garde Gallery is a group stand and static display. Selected participants are not required to be personally present. The stand is pre-designed and fully equipped with lighting and signage. Each entry will be displayed with a summary of the details supplied on the application form.

Debut offers two formats, **Stand OR Salon Show**:

- ❖ **Stand** - a fully designed and fitted stand in prominent location within the Fair, includes lighting, signage, shelves, hanging racks or plinths, plus an information sheet with the details supplied on the application form. Participants are required to be present for the duration of the Fair (details supplied on selection) and are responsible for conducting their own business
- ❖ **Salon Show / Live Look Book** - a professional presentation of up to 6 complete outfits per label and includes catwalk, audio/video hire, professional models, styling, make-up, hair and choreography. Collections for Salon Show must be completed and ready to be delivered to the producer four weeks prior to the Fair.

All selected participants will be featured on the Fair website immediately upon selection and are further provided with an entry in the official Fair catalogue, media coverage and access to over 8,000 qualified trade visitors from Australia and overseas. Exact Fair details will be available after selection.

The Fair Organiser reserves the right to choose or cancel any format depending on availability.

APPLICATION INFORMATION

Melbourne Exhibition Centre 29-31 August 2010

COST

Application and participation if selected is free, the conditions listed in this document apply. Applicants note: FASHION EXPOSED *does not provide* transport to and from the Fair, accommodation, product insurance and supply of business support materials. Selected participants must pay for their own transport and accommodation, product insurance against loss and damage, delivery and pick up of entry or collection, stand accessories and business support materials. Applicants agree to all conditions of entry with their signature on the application form.

SUBMISSIONS

A maximum of two applications may be submitted per applicant/label. If a collection is a combination of more than one category, the category most represented must be entered. The Fair Organiser reserves the right of selection.

AWARDS

Three awards have been reserved for selected participants:

- **Avant Garde Gallery Award** – for the most spectacular costume or couture design
- **Apparel Award** – for the best new seasonal collection in womenswear, menswear, or urban/streetwear
- **Accessory Award** – for the best new seasonal accessory collection in millinery, jewellery, footwear, bags and belts

A panel of high profile industry judges will select the award winners onsite of the Fair. Judges will consider selection criteria, originality/story, material choice, execution, marketability and presentation. It is recommended that all parts of the application form be completed to assist the judging process.

PRIZES

The Avant Garde Gallery Award winner will receive a cash prize. Debut award winners will receive a stand package at FASHION EXPOSED. Prize pool value is in excess of \$8,000. Goods and service prizes cannot be redeemed in cash.

IMAGES

All images supplied with this application must be in JPEG format in and both low and high-resolution and are for the purpose of selection and pre and post Fair publicity if selected. If images of proposed collection are not available at the time of application, images of current collection or other previous work may be supplied. Digital renderings and/or hand sketches are also accepted. See Application Material for further details.

COPYRIGHT

Images supplied cannot be returned and will be kept in a non-commercial archive. The event organiser reserves the right to use complete or part of images supplied and to photograph all entries at the Fair without the express permission of the designer for promotional purposes.

TRANSPORT, DELIVERY AND COLLECTION

Selected entrants are responsible to arrange for transport of their selected collection to and from the Fair at prearranged dates and times. Details supplied on selection.

PRESENCE

FASHION EXPOSED is a Trade Fair and an opportunity to meet 8,000+ qualified buyers from Australia and overseas. Avant Garde Gallery participants are not required but welcome to be present. Debut participants must be present for the duration of the Fair (details supplied on selection) as the Fair organiser cannot engage in any business on behalf of participants.

OCCUPATIONAL HEALTH & SAFETY

Selected participants are required to wear high-visibility safety vests and toe and heel enclosing shoes on move-in and move-out days. All set-up will be inspected prior to the Fair opening to ensure presentations are of exhibition standard and will not in any form cause harm to visitors or damage other work.



APPLICATION INFORMATION

Melbourne Exhibition Centre 29-31 August 2010

INSURANCE

Selected participants are responsible for organising their own public liability and product insurance for the duration of the Fair. The event organiser and event partners together with the curator cannot accept responsibility for loss, theft or damage of products.

TOUCHING, FEELING, TRYING

Entries and collections, or part thereof, that are too fragile to be touched by visitors have to be identified prior to the Fair and may or may not be included. The curator reserves the right of selection.

APPLICATION MATERIAL

- Completed Application Form (word format available upon request, write to debut@aec.net.au)
- Images of entry / collection laid out or on dressmaker dummy before a white background, max. 3
- Images of entry / collection in a studio or lifestyle setting, maximum 3
- Image of designer, portrait only
- Image of designer with entry or collection
- Label Logo (Debut only)

- All Images must be of high quality and may be in colour or black and white
- All Images and Logo must be in the preferred file format: .JPG
- Image and Logo File Names must be composed of: DesignerName_Title1.jpg or LabelName_Title1.jpg
- All Images and Logo must be provided in two formats: low-resolution 72dpi
high-resolution 300dpi
- Maximum number of images including logo per application is 9

Email completed application form together with required images to

Avant Garde Gallery and Debut Curator Uli Hasel debut@aec.net.au

Alternatively burn images and application form onto CD and post to

Australian Exhibitions & Conferences Pty Ltd
PO Box 82 Flinders Lane
Melbourne VIC 8009
Australia

Applications for Avant Garde Gallery and Debut at FASHION EXPOSED Melbourne 2010
must be received by **Wednesday 2 June 2010 at 5pm EST**
Late applications cannot be accepted

This document and the following application form may be copied and distributed as required.
All correspondence will be via email.



APPLICATION FORM
DUE Wednesday 2 June 2010 at 5pm EST

Melbourne Exhibition Centre 29-31 August 2010

TITLE of Entry or Collection **LABEL Name**.....

Category Avant Garde Gallery (single look, students only)
 Debut Apparel (womenswear, menswear, urban/streetwear)
 Debut Accessories (jewellery, millinery, footwear, bags/belts)

Images supplied are of Entry or Collection entered other

First Collection (Debut only) Yes No Month / Year Label launched /

Preferred Format (Debut only) Stand Salon Show / Live Look Book

Name of DESIGNER Year graduated

Name of BUSINESS (Debut only) Month / Year Business started /

Name of EDUCATION Facility (Avant Garde Gallery only)

Course Currently in year

Name of Applicant ABN / NZBN

Street/Postal Address

City / Town State Postcode

Country **Mobile** / Phone

Website **Email**

Please note: All correspondence will be via email

NUMBER of Items (Avant Garde Gallery 1 look; Debut maximum 6 looks or 30 pieces)

DESCRIPTION of Entry or Collection.....

.....

Inspiration / Theme / STORY (important, 25 words maximum).....

.....

.....

Target Market Age Group

MATERIALS (please list main materials)

.....

Colour Palette (fabric samples optional)

Made by Designer other

Made in Australia NZ other

Available from Designer Website other

Retail Price (Range) AU\$

Designer/Label PROFILE, in story form (if selected, text supplied will be used for media and PR, 25 words max)

.....

.....

Why do you want to participate, what are your expectations if selected?

.....

I have read the selection criteria and conditions of entry and accept my roles and responsibilities should this application be successful and my entry/collection be selected for Avant Garde Gallery or Debut at Fashion Exposed.

Signature **Date**

Email completed form together with required support materials to: D e b u t C u r a t o r Uli Hasel debut@aec.net.au