

Style Wars

Presented by *Association of Fashion Designers & SLC Fashion Stroll*

**Official publication*

Competition goal: The objectives and goals of this competition, is to have fun and provide exposure for talented local fashion designers, models, hair stylists and make up artists. In addition, the competition would help create opportunities for the participants to network in their respective industries and for the show's audience to be more aware of local businesses to support the local commerce.

Competition:

Style Wars is the ultimate contest for local fashion designer artisans to battle against one another in a quality fashion show and designing theme competition for: 1) design creativity, 2) construction quality and, 3) team work.

The contest has four parts: **Part 1** is the design competition. Participating designers will design and construct an outfit consisting of a top, dress, bottom, jacket or coat according to the designer's concept of the show's theme. Fabric can be shredded, woven, painted, dyed, sewn, embellished and moderately accessorized to achieve desired design aesthetic. Designer selects his or her team of hair stylist, make up artist and model.

Part 2 is the model competition. The designer's model will compete in a walk and style runway segment of the show. **Part 3** is the hair stylist competition and **Part 4** is the make-up artist competition. The designer's chosen hair stylist & make-up artists will compete for best hair & make up. This judging will take place back stage before the runway portion of the show.

The key to this competition is teamwork. The designer has to work with his or her own collective partners to achieve an overall cohesiveness and themed style to win the Grand prize. Our guest judges will judge only the top 10 teams on the runway. Each part of the contest will have a prize for the fashion designer, model, hair stylist, and make up artist. The Grand prize will be awarded to the team with the highest scores in all four parts of the competition.

Designing theme: The theme for this year's fashion show is “psychedelic” with a modern edge. Designer and team can take the 1960’s London peacock look & San Francisco groove and put it on fashion style acid. The most modern, grooviest, hippest and generally “far out” designs will be selected for judging.

Judging Criteria:

Fashion Designers

- *Theme design creativity from 1-3
- *Construction quality from 1-3
- *Most "psychedelic" color scheme from 1-3

Model

- *Sexiness & groove 1-3
- *Confidence & Attitude 1-3
- *Runway technique 1-3

Hair stylist

- *Skill level technique 1-3
- *Design element-proportion 1-3
- *Design element-composition 1-3

Make up artist

- *Styling technique 1-3
- *Color composition 1-3
- *Cohesive style 1-3

Grand Prize: Highest point totals from the above categories based on the 1-3 scoring system.

*Most cohesive designing team on style, with fashion designer outfit, model, hair and make up.

Contest Rules and Regulations:

- *All designers must have all of their team members to compete. Teams consist of: designer, hair stylist, make up artist and model.
- *Designers must have designed and constructed their garments. All designs must be the creation and sole property of the designer.
- *Teams must check in with Fashion Stroll Runway Coordinator, Jenni Singleton no later than 6:15PM the night of the show. Teams that fail to do so will be disqualified.
- *Model must be in line backstage ready to go on according to the order in the show's line-up or team is disqualified for competition.
- *Fashion Show line-up will be decided by fashion show organizers.
- *Designer must submit sketch with color swatches to show organizers no later than Thursday, September 24, 2009.
- *Designer must pay participation fee by Thursday, September 24, 2009.
- *Any designer, team member or team not abiding by contest rules and regulations will be disqualified.
- *Contestants must be 18 and older to participate.
- *Aspects of the contest are subject to change with out notice.
- *Contest management or Fashion Stroll is not responsible for lost or stolen goods.

Sketch and swatches:

- * Paper needs to be 8 ½"X11"
- * Sketch needs to be about 9" tall
- * Color swatches need to be at least 2"X2"
- * Each sketch needs to be in a 3-hole plastic sleeve

Submit sketch to & application to: No Brow Coffee @ 315 E. Broadway

Fees: \$10 per design team. Please make check payable to Model Citizen. Fee must be submitted no later than September 24th.

Prizes: This is a 5-prize show for participating fashion designer, model, hair stylist, make up artist and Grand prize for the team.

Competition date, time and place: Fashion Stroll September 25, 2009 6:15PM at Henrie's Dry Cleaners 223 E. Broadway

Contact info: Fashion Stroll event Fashion Coordinator Jenni Singleton 801.541.6025, jenni@dimensionzero.com or event partner, Vice President of Local Designer Association, Sophie St. Claire 801.614.0918 or at sapsil@hotmail.com

Application: Please fill out the team registration completely. Partial teams will not be accepted. Hair stylist and make-up artist can be the same.

Designer Name _____ Date _____
Phone # _____ E-mail _____

Model Name _____ Date _____
Phone # _____ E-mail _____

Make up Name _____ Date _____
Phone # _____ E-mail _____

Hair Name _____ Date _____
Phone # _____ E-mail _____

Office use only

Team # _____