

CALL FOR DESIGNER SUBMISSIONS!

Are you an emerging Canadian designer who dreams of having your designs sold in a popular Toronto boutique? Well, look no further!



Launch Date: December 3rd, 2015
Applications due: February 1st, 2016

Art of Fashion, Fresh Collective and Retail Assembly have joined forces to challenge Canadian designers to create the "must have" summer dress.

Deadline for all submissions is February 1st, 2016

The "Must have" summer dress competition is an upcoming fashion design competition developed by Art of Fashion, Fresh Collective, and Retail Assembly.

The aim of both the competition and the organization is to aid emerging Canadian designers in showcasing their talents as well as equip them with the appropriate knowledge and tools to cultivate a successful career in the fashion industry.

The Partners

Art of Fashion champions high-quality Canadian fashion by fostering the careers of talented emerging designers and creating award-winning platforms for exposure. www.artoffashion.org

Fresh Collective is a local leader in innovative fashion retail in Toronto. With three Toronto boutiques and ten years of successful business, they will provide valuable, direct information and feedback of the retailer's or buyer's point of view for the competition's participating designers. www.freshcollective.com

Retail Assembly is a business of fashion training and skills development agency helping the best brands and retailers with rich onboarding, sessions, training and workshops. www.retail-assembly.org/

Competition Details

All stages of the competition will have a social media/marketing component that is required to advance in the competition.

1) Application-Designers are expected to submit a sketch and fabrics of their proposed summer dress for 2016 summer season.

The designs should be wearable marketable, profitable, on trend, unique and fit the buying needs of the Fresh Collective customer.

Targeted Price Point: Retail price of \$130-\$180

2) Mentorship Meeting Day- Top 10 Finalists will move on to have a one on one mentorship meeting regarding their sketches and design concept for the competition.

Educational Component (At Mentorship Day) - 10 finalists will learn tips from an expert in the industry.

3) Innovation Station- From there the ten designers will be required to produce 2 sample garments and to participate in an "Innovation Station," on location at Fresh Collective stores to gain customer feedback.

All finalists must produce two garments, have one garment for the mannequin size small (or size 4-6), and for one consumer size medium (or size 8-10). The "Innovation Station" is the chance for customers who shop at Fresh Collective stores to give their input on the designs and give valuable feedback to the designers. Fresh Collective will showcase the dresses in store with a customer survey.

Dresses will be showcased online, including through the Art of Fashion and Fresh Collective websites for consumers to "vote" for their favorite dress.

4) Competition Showcase Event - From there, the ten designers will be invited to participate in the Showcase celebratory event and fashion show (TBD)

5) Contract with Fresh Collective. The winner, one designer, will be chosen and announced at the Showcase. Upon successful completion of each competition level, and at Fresh Collective's discretion, the winner may enter into a contract with the retailer to produce and sell the winning design in-store.

Social Media Requirements & Checklist

Webisodes will showcase each phase of the competition. Throughout, applicants can expect to be filmed. The competition has a social media requirement that must be fulfilled to move through each successive stage.

See video requirements in Appendix A- Video Requirements

See blog requirements in Appendix B- Blog Requirements & tips

See Webisode guide in Appendix C- Webisode Guide

Dates	Phase & Check-List	Requirements
February 1, 2015	Application Completed Application Business Overview Headshot Sketch and fabrics of their proposed summer dress for 2016 summer season	<u>Social Media Requirement</u> Blog Piece- 500 Words on Dress Description and inspiration-Due with Application February 1st.- Blog uploaded and link provided along with copy in word format. Video- 1-Minute video on your bio as a designer.- Video uploaded to DropBox
April 9th, 2016	Mentorship Day Attendance at Mentorship day is mandatory Educational Session	Social Media Components Mentorship interviews and educational session will be filmed and used in Webisodes. Filming and interviews will also take place on site April 9th at the Mentorship day. Designers should be prepared to speak about what they have learned from the mentor's feedback.
April 15th, 2106	N/A	<u>Blog Piece-</u> 500 words on what you learned from the mentorship meetings and

		what you will change in your garment as a result.
April 25th, 2016	N/A	<p><u>Social Media Component</u> Blog Piece: 500 words on the final dress description to be used as supporting materials on social media.</p> <p><u>Video Segment-</u> 1-minute promotional video to be used to market/promote dress and encourage votes through social media.</p> <p>Provide a photo of your garment worn on a model.</p>
April 26-29th, 2016	Innovation Stations From there the ten designers will be required to produce their sample garment and to participate in an " Innovation Station, " on location at Fresh Collective stores to gain customer feedback.	<u>Social Media Component</u> Consumers will be videotaped for their feedback.
May 12, 2106	Competition Showcase Event Location TBD	Segment will be filmed. Interview with winner
May- August, 2016	Garment Sold in Stores	

Key Dates:

Competition Announced	December 2015
Applications due	February 1, 2016
Top 5 designers announced	March 1, 2016
One-on-one Mentorship meetings	April 9, 2016
Innovation Stations	April 25-29th, 2016
AOF Summer Event & Showcase Voting	May 12, 2016
Winner Announced	May 12, 2016
For sale in Fresh Collective stores	May- August

Application Regulations

- ☐ All Finalists must have a professional headshot
- ☐ All Finalists must have an active Facebook/Twitter, and Instagram Account dedicated to your business (personal accounts may not be used)
- ☐ All finalists must create a blog account to be used for the competition
- ☐ All finalists must be a Canadian Citizen
- ☐ Must be at least 18 years old
- ☐ All finalists must produce 2 garments, have 1 garment for the mannequin size small (size 4-6), and for 1 consumer size medium (size 8-10)

Judging Criteria:

- Person: Promptness, professionalism, personal presentation, expertise, price ability to sell the garment
- Brand: Label, hang tag, unique look, logo, overall impression of brand
- Garment Style: Proportion, colour, overall visual appeal
- Garment Marketability: Sizing, comfort, cleaning, fabric, hanger appeal, quality of construction, range of figures it would fit
- Social media: Blog, video pieces, use of Hashtag in marketing efforts, social media attention
- Marketing strategies: Ability to sell your product
- Consumer feedback

Benefits to the Applicants:

- The top ten designers will participate in a social media “webisode” series seen by thousands of followers
- The top 10 designers will benefit from the media/social media exposure through the AOF, Fresh Collective and Retail Assembly social media campaign.
- The top 10 designers will receive one on one mentorship with Laura-Jean Bernhardson, CEO & founder of Fresh Collective and other industry partners.
- The top 10 designers will receive a complimentary educational session hosted by Retail Assembly.
- The top 10 designers will have the opportunity to take part in the “Innovation Station” where they will receive invaluable feedback from staff and customers
- The top designers will have the opportunity for their garments to be seen and showcased at an industry event
- The top designer chosen by Laura-Jean Bernhardson, at her discretion, may produce their design and sell it in Fresh Collective boutiques.



Refreshing Our Strategy

Art of Fashion is revitalizing its approach to helping emerging designers. We will focus our energies on creating specific experiences and competitions that will be better suited to help designers gain a foothold in the fashion industry.

Crafting several individual events will allow Art of Fashion to tailor events to fit the needs of their competing designers and ensure that they can take full advantage of any and all resources made available to them through our organization and its sponsors. This refresh of our organization will inject more excitement into Toronto's fashion scene as we continue to bring together passionate and like-minded volunteers, partners, suppliers, consumers and most importantly, designers.



Art of Fashion “Must Have” Summer Dress Competition

See video requirements in Appendix A- Video Requirements

See blog requirements in Appendix B- Blog Requirements

See Webisode guide in Appendix C- Webisode Guide

PLEASE TYPE OR PRINT CLEARLY

Name: _____

Title: _____

Company Name: _____

Collection Name: _____

Mailing Address: _____

City: _____ Province: _____ Postal Code: _____

Telephone: _____

Cellular: _____

Email: _____

Website Address: _____

Twitter Account _____ Followers _____

Facebook Account _____ Likes _____

Instagram Account _____ Followers _____

Blog _____

Your Application Must Include:

- Completed Application
- Business Overview *
- A sketch of your proposed design (electronic version and printed version must be provided)
- Proposed fabric samples
- Designer logo (in high res digital EPS or TIFF format)
- Application fee of \$20.00 made payable to: Art of Fashion
- Professional Headshot
 - **Blog Piece-** 500 Words on Dress Description and inspiration-Due with Application February 1st.
 - **Video-** 1 Minute video on your bio as a designer.

Business Overview (1000 words or less)

- What is your brand philosophy? (100 words or less)
- Who is your target consumer?
- What makes your brand unique? (100 words or less)
- How long have you been in business?
- What awards, media and recognition have you received? (100 words or less)
- Outline two or three major things that you believe your business requires to grow and succeed? (300 words or less)
- What has been the PR and Marketing strategy for your business? (100 words or less)
- What is your price range? Minimum and maximum (both wholesale and retail)
- How do you price your collection?
- Where do you currently sell your collection?

Incomplete applications will NOT be accepted.

All submissions must arrive by 5:00PM, February 1st, 2016 to the following address:

Art of Fashion

Must Have Summer Dress Competition

c/o Paradigm Events

3112 Dundas Street West

Toronto, ON M6P 2A1

If you accept the terms and conditions stated above, please sign where indicated below and include this 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 Inc. and designer effective February 1st, 2016..

Accepted and agreed to this ____ day of _____, 2016.

Name

Signature

Date

All applications become the property of the Art of Fashion and will not be returned to the designer. *If you are not accepted and wish to have you sketches returned please enclose a self-addressed and stamped 8" x 13" envelope.*

Appendix A- Video & Image Requirements AOF SUMMER DRESS COMPETITION

DEADLINES & SUBMISSIONS

DUE Monday February 1, 2016 | Headshot

DUE Monday February 1, 2016 | 1-minute designer bio

DUE Monday April 25, 2016 | 1-minute promo of YOUR summer dress

DUE Monday April 25, 2016 | Images of YOUR summer dress

All submissions listed above should be sent via email to the following two addresses. Please ensure you subject line clearly indicates the submission title and your [brand] name.

- michelle@paradigmevents.com
- content@retailassembly.org

IMAGE SUBMISSION GUIDELINES – Headshot

- 1. Headshot must be submitted on time with your application*
- 2. File should be a high resolution .jpg file*
 - a. MINIMUM 300 pixels / inch*
 - b. MINIMUM 4" x 4" (can be square or rectangle)*
- 3. Professional, colour photographs please*
- 4. Camera should be at eye level*
- 5. Photograph should show shoulder level to the top of the head*

IMAGE SUBMISSION GUIDELINES – YOUR Summer Dress

- 1. Images must be submitted on time*
- 2. Files should be a high resolution .jpg file*
 - a. MINIMUM 300 pixels / inch*
 - b. MINIMUM 6" x 6" (can be square or rectangle)*
 - c. Colour, and professional looking (no filters)*
- 3. Submit between 3 to 5 photographs*
 - a. One photograph must be of an eye-level shot of the front of the garment on model*
 - b. One photograph must be of an eye-level shot of the back of the garment on model*
 - c. One photograph must be of an eye-level shot of the side of the garment on model*
 - d. The final two photographs submitted are optional: they must be of the garment, but they can be presented as the designer wishes.*

VIDEO SUBMISSION GUIDELINES – Designer Bio

- 1. Video should be between 50 and 65 seconds in length*
- 2. Must include the following components:*
 - a. Your name, spoken clearly*
 - b. Your design philosophy*
 - c. How many years designing and any experience you have*

- d. You should be speaking on camera for at least 20 seconds.
- 3. Video should appear steady – a tripod or another reliable method for solid recording is recommended.
- 4. Speaker volume should not vary significantly, and all spoken audio should be clearly heard. For example, music or background noise should not drown out the designer / speaker. If you are recording voice by two methods, they should be at the same audio level in your final video.
- 5. Format must be compatible with YouTube, the videos may be uploaded to the AOF Summer Dress YouTube page after submission.

VIDEO SUBMISSION GUIDELINES – 1-minute promo

- 1. Video should be between 30 and 60 seconds in length
- 2. Must include the following components:
 - a. Your name / brand, spoken clearly
 - b. A key point about your brand / design philosophy
 - c. Key features / details about YOUR summer dress
 - d. YOUR summer dress should be shown on camera
- 3. Video should appear steady – a tripod or another reliable method for solid recording is recommended.
- 4. Speaker / audio volume should not vary significantly, and all spoken audio should be clearly heard. For example, music or background noise should not drown out the designer / speaker. If you are recording voice by two methods, they should be at the same audio level in your final video.
- 5. Format must be compatible with YouTube, the videos may be uploaded to the AOF Summer Dress YouTube page after submission.

LEGAL

- 1. All videos submitted must comply with YouTube terms of service and specifications for user submissions and/or video uploads, located at <http://www.youtube.com/t/terms> and as may otherwise be posted on the YouTube website.

Videos must NOT:

- 2. Contain material which is (or promotes activities which are) sexually explicit, obscene, pornographic, violent, self-mutilating (e.g., relating to murder, the sales of weapons, cruelty, abuse, etc.), discriminatory (based on race, sex, religion, natural origin, physical disability, sexual orientation or age), illegal (e.g. underage drinking, substance abuse, computer hacking, etc.), offensive, threatening, profane, or harassing;
- 3. Include mention or performance of any copyrighted media production including but not limited to music, films, books, television programming, etc., or identifying descriptions of any media property.
- 4. Contain material that violates or infringes another's rights, including but not limited to material that violates privacy, publicity or intellectual property rights, or that constitutes copyright infringement. Without limiting

the foregoing, Video Submissions must not include third party trademarks, logos, insignia, location signage, photographs, artwork, or sculptures. Use music that isn't originally written, performed and produced by you, the Entrant. We're not saying this because we don't love music; we do we really do! It's because we don't want to violate the copyright of musicians and artists. All music featured in any video must be available to publicize and broadcast on a license-free, no compensation basis.

5. Include third parties, including but not limited to minors, celebrities and friends who have not expressly authorized Entrants to display their image, likeness or voice in any submitted video or otherwise use such image, likeness or voice in accordance with these Official Rules.

By entering, each Entrant represents and warrants that his or her entry (and Sponsor's and its designees' use thereof) does not and will not defame or otherwise violate the rights of any third party and does not and will not violate any federal, state, or local laws or ordinances. Entrant further represents and warrants that he or she has secured the requisite consent from any third party referenced or appearing in their entries. To the extent that anyone under the age of 18 appears in a video, Entrant represents and warrants that the minor's parents consented to the minor's appearance in the video and the public display of the video on YouTube. Sponsor reserves the right in its sole discretion to disqualify any entry that it believes violates any of the Video Submission Requirements, does not otherwise comply with these Official Rules, or that is not consistent with the spirit and theme of the Contest. Entrants will retain copyright in their work, but each Entrant grants to RETAIL ASSEMBLY Inc. and Art of Fashion a non-exclusive, worldwide, perpetual, assignable, royalty-free license to publish, reproduce, distribute, display, perform, create derivative works, transmit or disseminate the Works in all media or platforms whether now known or hereafter invented. Entrant also waives any and all moral rights in the Works with respect to any use by RETAIL ASSEMBLY Inc. and Art of Fashion, its member stations, sublicensees, or assigns. Sponsor and its designees shall have the perpetual, worldwide right to publish and use the entries in any way, and in any media for trade, advertising, promotional, and/or other purposes as Sponsor and/or its designees may determine without further consideration to Entrant or any third party.

Appendix B- Blog Requirements

All designers must create a blog for the competition.

Suggested blog site to use is : www.blogspot.ca.

All blogs must be 500 words or less.

All Blogs must be uploaded to your blogspot and linked back to www.artoffashion.org and include the event hashtags **#musthave16**
#AOFcompetition

A copy in word format must also be emailed to

michelle@paradigmevents.com

content@retailassembly.org

laurajean@freshcollective.com

Blogging Tips

Reference:<http://blog.hubspot.com/marketing/how-to-write-blog-post-simple-formula-ht>

1) Understand your audience.

Before you start to write, have a clear understanding of your target audience. What do they want to know about? What will resonate with them?

2) Start with a topic and working title.

Before you even write anything, you need to [pick a topic](#) for your blog post. The topic can be pretty general to start with.

3) Write an intro (and make it captivating).

First, grab the reader's attention. If you lose the reader in the first few paragraphs -- or even sentences -- of the introduction, they will stop reading even before they've given your post a fair shake.

4) Organize your content.

Sometimes, blog posts can have an overwhelming amount of information -- for the reader and the writer. The trick is to organize the info so readers are not intimidated by the length or amount of content.

5) Write!

Now that you have your outline/[template](#), you're ready to fill in the blanks. Use your outline as a guide and be sure to expand on all of your points as needed. Write about what you already know, and if necessary, do additional research to

gather more information

6) Edit/proofread your post, and fix your formatting.

7) Insert a call-to-action (CTA) at the end.

At the end of every blog post, you should have a CTA that indicates what you want the reader to do next -- subscribe to your blog, download an ebook, register for a webinar or event, read a related article, etc.

8) Pick a catchy title

[Simple formula for writing catchy titles](#) that will grab the attention of your reader.

Here's what to consider:

1. Start with your working title.
2. As you start to edit your title, keep in mind that it's important to keep the title accurate and clear.
3. Then, work on making your title sexy -- whether it's through strong language, alliteration, or another literary tactic.
4. If you can, optimize for SEO by sneaking some keywords in there (only if it's natural, though!).
5. Finally, see if you can shorten it at all. No one likes a long, overwhelming title -- and remember, Google prefers 65 characters or fewer before it truncates it on its search engine results pages.

Appendix C- Webisode Guide

SUMMER DRESS COMPETITION WEBISODE GUIDE

WEBISODE	Webisode Launch date	CONTENT	DESIGNER SUBMITTED CONTENT
1 - Competition introduction 0:00:30 – 0:01:30	DEC 3, 2015	Competition and host introduction <ul style="list-style-type: none"> • Holiday Dress Competition content 	NONE
2 – Competition Concept 0:02:00 – 0:06:00	DEC 18, 2015	Interviews <ul style="list-style-type: none"> • Michelle • Laura Jean 	NONE
3 - Designer introductions 0:02:00 – 0:10:00	FEB 15, 2016	<ul style="list-style-type: none"> • Competition intro (0:00:30) • Designer bios 	1 minute designer bios (Video downloaded to Drop Box) -Due Feb 1st, 2016
4 - One on one mentorship meetings Timing TBC	APR 22, 2016	Mentorship preview video (0:00:30) ~10:00 mentorship highlight reels <ul style="list-style-type: none"> • initial concepts • one-on-one mentorship meetings 	April 9, 2016 Mentorship interviews will be filmed <ul style="list-style-type: none"> • Laura Jean • Michelle Planche • Jennifer Pilkington • FGI Rep FGI Education Segment
4b - Lessons learned from mentorship meetings 0:02:30 – 0:10:00	APR 29, 2016	Interviews <ul style="list-style-type: none"> • Designer reaction • Mentor reaction 	Filmed On April 9th
5 – Dress	APR 25,	Description of	Image of garment on

/Product	2016	garment	model <i>1 minute promotional video / commercial used to market and promote dress votes through social media.</i>
6 - Innovation station	MAY 5, 2016	<ul style="list-style-type: none"> • <i>Innovation station highlights</i> • <i>Consumer feedback</i> • <i>Designer reaction</i> • <i>Competition reaction</i> 	April 26-29 <i>00:30 Innovation station preview</i> <i><10:00 consumer feedback, designer and Competition reaction</i>
7 - Winner announced- 30 seconds	MAY 13, 2016	<ul style="list-style-type: none"> • <i>Interview with judges</i> • <i>Interview with winner</i> • <i>Competition recap</i> 	May 12, 2016 <i>Interviews</i>
8 - Event	MAY 30, 2016	FGI Partnership <i>Interviews with designers / notable guests</i>	May 12, 2016 <i>On-camera interviews</i>
9 - Post competition- Reflection	AUG 1, 2016	<ul style="list-style-type: none"> • <i>Selling at Fresh Collective</i> • <i>designer impact</i> 	