



## Fashion Shows

For the sixth consecutive year, Fashion at Artscape returns, showcasing the cutting-edge talents of the region's most innovative designers. The highlight of Artscape's fashion block is the elevated 50' runway where fashion shows are featured daily. Bordering the runway is 30 of the top local and regional designers displaying, promoting and selling their works.

**The 29<sup>th</sup> annual Artscape:** July 16 – 18, 2010

Fashion at Artscape is now accepting submissions for fashion shows. To apply, email 3 images (under 1 MB) to [joehler@promotionandarts.com](mailto:joehler@promotionandarts.com). Be sure to include your name, address, phone number and description of your images in the email.

Fashion show packages are \$75 and include:

- Consultation that will address model needs and sizes, show logistics and expectations for before, during and after the show(s).
- Up to (6) 15 – 30 minute fashion shows (two each day of the festival – if time allows and space is available)
- Up to 10 models (designers may provide their own models if desired)
- Pre-show hair stylist & make-up artist provided by local stylists
- Fashion show coordinator to assist with pre-show preparations
- 1 hour in a 10'x20' meet and greet tent to conduct sales, promote designs and make contacts with interested buyers (décor provided by participant)
- Fashion show coordinator to assist with post-show meet and greet segment
- Emcee (script for emcee written by participant)
- Photo and description of work posted on [www.artscape.org](http://www.artscape.org)
- Link to designers website or email posted on [www.artscape.org](http://www.artscape.org)
- (1) hour of backstage prep
- Listing on stage schedule signage
- (1) 15 second commercial announced on stage at least three times per day (commercial written by participant)

In order to be considered for a Fashion Show at Artscape you must meet one of the following criteria:

- Designer with original apparel or accessories – where the main element or all elements are hand made by the designer, of high quality, and represented by the maker.
- Local boutique owner with unique fashion apparel and/or accessories.

**Deadline to Apply:** March 31, 2010

**The Selection Process** – a designer will be accepted to the festival in one of the following ways:

- A jury selection – a panel of professionals in the field of fashion will score each applicants submitted photograph and description of materials/technique. Based on the score between 1 and 10, applicants will be accepted or declined.
- By invitation – artists and designers already accepted to exhibit in the Fashion at Artscape portion of the festival will be invited to host a fashion show.

**Jury:** April 13 & 14, 2010

**Notification of Acceptance:** April 16, 2010

\*By submitting an entry, you agree to and accept all festival [terms and conditions](#) (click to read and print for your records).