

DESIGNER APPLICATION FORM

**TOWNSVILLE
FASHION
FESTIVAL** 23/29
MAY
2016

The 2016 Townsville Fashion Festival will take place 23-29 May.

The festival will be supported by regional fashion related industries including hair, photography and beauty and allows these industries to unleash their creative talent.

The Townsville Fashion Festival is unique in inviting designers to design to our elements of our region. We invite designers of varying skill levels, from established brands to students, who have just created their first collection.

WHAT DOES THE EVENT LOOK LIKE?

The LOOK of Townsville Fashion Festival
The Look winner of 2016 is Maddie Crane.

Launch Event

The Launch gives a snippet of how the program of the event will run with a short display of hair and make-up artistry. Media, models, key stakeholders are invited to the event.

Burdekin Cup Growers Race Day

This race event is on the calendar for many of the fashion conscious and will see an appearance from members of the TFF,

150 Years: Townsville's Fashionable History

A traveling arts exhibition of clothing and accessories either in current condition or photographic form. This exhibition will be held in May as a lead up to the Townsville Fashion Festival. It will travel to major shopping centers in Townsville and finish in the CBD.

Beauty Workshops

Allowing the public to learn the tricks of the trade with makeup, hair and modeling workshops.

EVENT WEEK:

Week of all things Fashionable
Commencing Monday 23rd May

The Makers Forum:

Monday 23rd & Tuesday 24th

Working with Townsville City Council to bring international, national and local guests to present

a forum and workshops focusing on the creative industries and its link to fashion. The Makers Forum will be the first of its kind in Townsville and has the opportunity to further develop outside the festival.

"Beauty in the Making" a Photography Exhibition:

Friday 27th May, Umbrella Gallery

Local photography and Townsville Fashion Festival Creative Director Matthew Gianoulis will launch his inaugural photography exhibition at Townsville's Umbrella studio. Take in and celebrate local breath taking fashion photography.

"The Runway" - The Main Event

Saturday 28th May, Townsville RSL Stadium

Designers from across Queensland take part & embrace the North Queensland culture through runway fashion and entertainment. Designers and models will produce work of a calibre that would not be out of place on a national fashion runway event. Fine food, drinks and entertainment are the support acts to a night of glamour on the runway. The designs from the schools wearable art will be inspiring and will showcase on the Runway the talent of the youth in the region.

"Alfresco Fashion on Flinders"

Sunday 29th May - Morning, Townsville Bulletin Square & Ogden St

The City heart will come alive with parades, boutique shopping, designer markets, Townsville Bulletin Newspaper Couture, Glam Bar, hair styling lessons, designer creative workshops and entertainment. Major program of the day includes:

- APEX Teenage Fashion and Arts Youth Festival Awards
- Markets, retail fashion parades

"Hair and Makeup Competition"

Sunday 29th - Afternoon, City Lane

Townsville Fashion Festival will host their own 'Sunday Sesh' at City Lane with the inaugural Hair and Makeup Competition. Hair and makeup extraordinaire's from around the region will compete in to produce the best Avant Garde looks Townsville has seen. This is a great opportunity to celebrate an industries artistic flare and engage with a targeted industry focused audience.

DESIGNER APPLICATION FORM

**TOWNSVILLE
FASHION
FESTIVAL** 23/29
MAY
2016

DESIGNER BRIEF:

The aim of Townsville Fashion Festival is to show what our region has to offer. Your collections will appear in the The RUNWAY event May 28th 2016. We would like to give opportunity to those who take part to receive a return on their investment. This can include:

As a designer we aim to give you:

- Brand Recognition and awareness
- Promotion - Townsville Fashion Festival will feature your label on their social media and website platforms
- Prestige in being part of the Townsville Fashion Festival
- Trade Ability - We are firm believers in shopping the runway so we want to give you the opportunity to participate in our Textile by Emerging Designers store located in Townsville. We also will encourage trade opportunities pre and post the event.
- Access to purchase professional photos, and video of 'Runway' event.

EVENT COSTS

The combination of sponsorship and ticket sales allows Townsville Fashion Festival to offset the major cost associated with the running of the event. The festival will cover all cost associated with the professional models, hair, makeup, choreography, set design, back-of-house support, dressers, styling, marketing and public relations.

ENTRY FEES

Category descriptions*:

Seasoned: Established designer with 10+ design/industry experience; label with 3 or more years in the market. Opportunity to present 10 full looks.

Emerging: Existing label with 3 or less years in the market; have previously presented in fashion festivals; moderate design/industry experience. Opportunity to present 8 full looks.

Launching: Launching label and first collection with some design/industry experience. Opportunity to present 4 full looks.

Debutant: Launching first collection with little to no design/industry experience. Opportunity to present 2 full looks.

* Townsville Fashion Festival will have discretionary powers should they think a designer has entered in the wrong category.

Category	Early Bird Fee	Entry Fee
Seasoned	\$590.00	\$790.00
Emerging	\$250.00	\$350.00
Launching	\$130.00	\$190.00
Debutant	\$190.00	\$90.00
Invited Guest	Free of Charge	

ENTRY FEE CONDITIONS

All entry fees are to be paid in full by April 30th 2016

Early Bird entry fees will be applicable to full payments made April 15th

If you fail to meet the fee payment deadline you will be withdrawn from the festival.

All garments must arrive in full by May 13th. Should there be any issues please contact Townsville Fashion Festival prior to this date. Any garments that arrive late will incur a \$200 penalty fee.

Your collections will appear in the The RUNWAY event May 28th 2016.

Discounted tickets (maximum 2) to The Runway event **for early bird entrants only.**

DESIGNER APPLICATION FORM

**TOWNSVILLE
FASHION
FESTIVAL** 23/29
MAY
2016

FURTHER OPPORTUNITIES

To effectively promote the Townsville Fashion Festival, our region and those taking part, promotions take place prior to the commencement of the festival week beginning 23rd May 2016. This often includes providing garments for use in photoshoots or small parades giving you as a designer a fantastic opportunity to gain free exposure. Also offered is a point of sale opportunity at Alfresco Fashion on Flinders Please select below if you would like to be a part of any promotions:

- ☐ Yes, I would love to supply garments, please contact me for any promotional opportunity and during event week
- ☐ Yes, please contact me to supply garments during event week
- ☐ No, please do not contact me to supply garments prior to THE RUNWAY event
- ☐ Please include a market stall space at Alfresco Fashion on Flinders \$100+gst

ENTRY REQUIREMENTS

Designers that are interested in participating in the 2016 Townsville Fashion Festival are required to supply all files requested below with their application form.

SUBMISSION REQUIREMENTS

Please include the following items attached to this form at the time of submissions.

- ☐ Colour images of sample works (Quality seamstressing is paramount)
- ☐ Logo (vector - eps. Or. ai)
- ☐ Fully completed form

SUBMITTING YOUR FORM

Forms must be submitted by email including the for mentioned items in order to be accepted by Townsville Fashion Festival.

Please arrange for the information to be sent to Townsville Fashion Festival ASAP to design@townsvillefashionfestival.com.au

Designers will be notified of their acceptance 7 days after entry.

APPLICATION FORM

CONTACT DETAILS

Contact Name: _____

Business address: _____

Suburb: _____

State: _____ Postcode: _____

Phone: _____

Mobile: _____

Email: _____

LABEL DETAILS

Label name: _____

Position: _____

Registered Business Name: _____

ABN: _____

Year Business created: _____

Category:

- ☐ Seasoned
- ☐ Emerging
- ☐ Launching
- ☐ Debutant

DESIGNER APPLICATION FORM

**TOWNSVILLE
FASHION
FESTIVAL** 23/29
MAY
2016

COLLECTION TYPE:

- | | |
|---------------------------------------|--------------------------------------|
| <input type="checkbox"/> Daywear | <input type="checkbox"/> Racewear |
| <input type="checkbox"/> Evening Wear | <input type="checkbox"/> Activewear |
| <input type="checkbox"/> Resort Wear | <input type="checkbox"/> Wedding |
| <input type="checkbox"/> Menswear | <input type="checkbox"/> Swimmwear |
| <input type="checkbox"/> Childrens | <input type="checkbox"/> Accessories |
| <input type="checkbox"/> Streetwear | <input type="checkbox"/> Millinery |

SOCIAL MEDIA LINKS:

Facebook: _____
Instagram: _____
Snapchat: _____
Pinterest: _____
Twitter: _____
Website: _____

Briefly explain collection (E.g. fabrics/style/theme):

LABEL BACKGROUND: 50 - 100 words only

DESIGNER BIOGRAPHY: 50 - 100 words only

RETAIL DETAILS

Retail outlets: _____

Release of current label: _____

Approx Retail Price range: _____

APPLICATION DEADLINE (INSERT DATE)

By agreeing to exhibit your collection at the Townsville Fashion Festival you agree to the following conditions:

The Designer indemnifies the Townsville Fashion Festival for any loss, damage caused or suffered as a result of entering into the TFF. The designer also waivers all rights to take any legal actions against the festival. The designers give permission to TFF to make, keep and reproduce media that feature the designer's collection. This can include featuring the collection in a series of promotional photo shoots. The designer agrees to be bound by any terms or conditions as set out on the Designers Agreement

By signing you agree to the conditions above

Signature

Print Name

Date
