

# FASHION EXPOSED<sup>+</sup>preview

14 - 16 September 2008

Melbourne Exhibition Centre

8 - 10 March 2009

Sydney Exhibition Centre

NEW  
FORMAT



## Invitation

Calling all new and emerging fashion and accessory designers from Australia and New Zealand to enter their debut collections in **debut** at FASHION EXPOSED + *preview*, Australasia's premier fashion trade fair attracting over 7000 qualified Australian and international buyers.

Introduced in Sydney 2006 and instantly celebrated by industry and participants, **debut** has become *the* platform for new and emerging designers to launch their label: **The Hottest New Labels from Australia and New Zealand** are selected twice a year to show either Spring/Summer Collections at Fashion Exposed Sydney or Autumn/Winter Collections at Fashion Exposed Melbourne.

APPLICATIONS NOW WELCOME  
Applications close Wednesday 28 May 2008 at 5pm

For information please go to [www.fashionexposed.com](http://www.fashionexposed.com) or contact:

**debut** Curator  
Uli Hasel  
Telephone +61 3 5152 3731  
Email [uliha@netspace.net.au](mailto:uliha@netspace.net.au)

FASHION EXPOSED + *preview* **Organiser**  
Australian Exhibitions & Conferences Pty Ltd  
Telephone +61 3 9654 7773  
Email [fashion@aec.net.au](mailto:fashion@aec.net.au)

**Organiser**  
Australian Exhibitions & Conferences Pty Ltd ABN 80 000 071 787  
Level 2, 267 Collins Street Melbourne Vic 3000 Australia  
t +613 9654 7773 f +613 9654 5596 e [fashion@aec.net.au](mailto:fashion@aec.net.au) w [www.fashionexposed.com](http://www.fashionexposed.com)

### NEW FORMAT – IMPORTANT

This **debut** Application Form is for:

Autumn/Winter 09 collections at FASHION EXPOSED + *preview* **14-16 September 2008, Melbourne** and Spring/Summer 09/10 collections at FASHION EXPOSED + *preview* **8-10 March 2009, Sydney**.

Applicants select their preferred date.

On offer will be a **Stand OR Runway Show** as a showcase format:

- ❖ **Stand** - features a fully designed and fitted stand in prominent location within the fair and includes flooring, walls, lighting, signage, shelves, hanging racks or plinths and single torso hire.
- ❖ **Runway Show** - features a fully designed parade of up to 6 complete outfits per participant and includes catwalk, audio/video hire, professional models or dancers, professional style coordination, professional make-up artists and hair stylists. Participants will receive a pre-set number of seating allocations for their own use. Collections must be completed and delivered to the stylist four weeks prior to the selected fair dates.

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 7,000 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 either option depending on availability of space.**

FASHION EXPOSED *does not provide* transport to and from the fair, accommodation and supply of business support materials. Selected participants are expected to organise and provide for their own transport and accommodation if required and arrange delivery of their relevant collection, accessories, coat hangers, catalogues, wholesale pricelists, order forms and business cards as required.

### CATEGORIES

**debut** welcomes new Collections in the following categories:

- **Apparel** – womenswear, menswear, urban/street wear, childrenswear, swimwear
- **Accessory** – jewellery, millinery, footwear, bags and belts
- **Avant Garde** – single look

A maximum of two categories can be entered per applicant/label. If a collection is a combination of one or more categories, the category most represented must be entered.

### AWARDS

Three awards have been reserved for selected **debut** participants:

- **Apparel** – for the **Best New Seasonal Collection** in either womenswear, menswear, childrenswear, urban/streetwear
- **Accessory** – for the **Best New Seasonal Accessory Collection** in either millinery, jewellery, footwear, bags and belts
- **Avant Garde** – for the **Most Spectacular and Best New Seasonal Single Look**

A panel of up to four industry-based judges will select the award winners from the selected participants during the Fair. Judges will consider selection criteria, originality, material choice, execution, marketability and presentation when making their decision. It is recommended that all parts of the application form be completed to assist the judging process.

### PRIZE

Award winners will each receive a stand package at Fashion Exposed to the value of \$3,500.

### COST

Application and participation if selected is free, conditions apply see eligibility and selection criteria for details.

### SUBMISSIONS

A maximum of TWO applications may be submitted per applicant. The Fair Organiser reserves the right of selection.

Applications that do not meet eligibility and/or selection criteria cannot be accepted
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### Organiser

Australian Exhibitions & Conferences Pty Ltd ABN 80 000 071 787  
Level 2, 267 Collins Street Melbourne Vic 3000 Australia  
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#### ELIGIBILITY

**debut** is open to new and emerging designers with proof of Australian or New Zealand business registration (ABN or NZBN) and / or proof of graduation of relevant design course and **in business less than THREE years**. Recognised tertiary design directions include fashion, clothing production, footwear, jewellery, millinery, art and design.

#### SELECTION CRITERIA

Collections must:

- **Be original, fresh and innovative**
- **Be less than 6 months old**
- **Be shown for the first time**
- **Show highest professional standard, and**
- **Not exceed more than 6 looks or 30 individual items**

#### APPLICATIONS

Completed application forms and application support materials must be sent directly to the curator Ms Uli Hasel PO Box 1745 Bairnsdale VIC 3875 Australia and to be received by the due date.

Applications close <b>Wednesday 28 May 2008 at 5pm.</b>
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#### IMAGES

All images sent with this application must be in both low and high-resolution of the finished collection and in JPEG format. All images must be supplied on a standard size CD 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 accepted if they are accompanied with images of previous work.

#### 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 photograph all products 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 7,000+ qualified buyers from Australia and overseas. All selected participants or a nominee are required to be present for the duration of the Fair (details supplied on selection) or runway show depending on outcome. Selected participants are responsible for their own business dealings and are expected to bring their own business support materials, eg collection catalogues, wholesale pricelists, order forms, business cards, etc.

#### 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. Accepted collections and presentations will be inspected prior to the opening of the Fair to ensure they are of exhibition standard and will not in any form cause harm to visitors or damage other work.

#### TOUCHING, FEELING, TRYING

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.

#### INSURANCE

Selected participants are responsible for organising their own public liability and goods 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.

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Your **LABEL LOGO** and the following **IMAGES** in digital and print format **must** accompany this application:

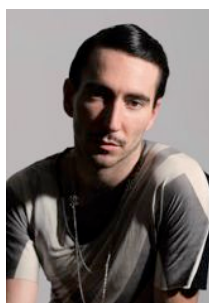


**Image of each item in the collection** or a representation thereof, preferably laid out on a plain white background (one high-resolution digital image 300dpi 1MB or above **PLUS** one low-resolution 6x8cm 72dpi 300KB or below)



**Image of designer with collection** (one high-resolution digital image 300dpi 1MB or above **PLUS** one low-resolution 6x8cm 72dpi 300KB or below)

**Location or studio shot** of one or more single looks representing the collection. (one high-resolution digital image 300dpi 1MB or above **PLUS** one low-resolution 6x8cm 72dpi 300KB or below)



**Image of designer**, portrait only (one high-resolution digital image 300dpi 1MB or above **PLUS** one low-resolution 6x8cm 72dpi 300KB or below)

- ❖ Logo and images must be of high quality and may be in colour or black and white
- ❖ All logos and images must be supplied on a standard size CD, preferred file format: .JPG (.TIFF and .PDF files are also accepted) **PLUS**
- ❖ All images or a representative selection (1-12 images) must be printed on one single sheet of A4 sized paper (we encourage you to use the reverse side of the application form for this to save on paper).
- ❖ Logo and Image File Names must be composed of: LabelName\_Title.jpg

**Please send completed application form and application support material to the curator:**

Uli Hasel  
PO Box 1745  
Bairnsdale VIC 3875  
AUSTRALIA

Applications and images for **debut** 2008 Melbourne must be received by  
**Wednesday 28 May 2008 at 5pm**  
Late applications cannot be accepted

Sample images on this page supplied by: [www.hollychalmers.com](http://www.hollychalmers.com) [emily.stewart@hotmail.com](mailto:emily.stewart@hotmail.com) [www.alexifreeman.com](http://www.alexifreeman.com)  
[www.freewebs.com/selinading/home.htm](http://www.freewebs.com/selinading/home.htm) Images on cover page: [www.jaimebeattie.com.au](http://www.jaimebeattie.com.au) [www.kashiawong.com](http://www.kashiawong.com)

**Name of COLLECTION\*** ..... **Name of LABEL\*** .....

Debut Collection  Yes  No Month / Year Label launched ..... / .....

Preferred Show Dates  14-16 September 2008 Melbourne for **Autumn/Winter 09** Collections  
 8-10 March 2009 Sydney for **Spring/Summer 09/10** Collections

Preferred Format  **Stand**  **Runway Show**

Category  Apparel (womenswear, menswear, childrenswear, urban/streetwear, intimates, swimwear)  
 Avant Garde (single look)  Accessories (jewellery, millinery, footwear, bags/belts)

Images supplied are of  Collection entered  other .....

**Name of DESIGNER\*** ..... Year graduated .....

**Name of BUSINESS** ..... Month / Year Business started ..... / .....

Name of Applicant ..... ABN / NZBN .....

Street/Postal Address .....

City / Town ..... State ..... Postcode .....

Phone\* ..... Mobile .....

Website\* ..... Email\* .....

**NUMBER of items in Collection** ..... (maximum 6 looks or 30 pieces)

**DESCRIPTION** (of the Collection entered - **this is important**, 50 words maximum) .....

.....

Inspiration / Theme .....

.....

Target Market ..... Age Group .....

**MATERIALS** (please list main materials only) .....

.....

**Colour Palette**        (fabric samples optional)

Collection manufactured by  Designer  other .....

Collection manufactured in  Australia  NZ  other .....

Collection available from\*  Designer  Website  other .....

Retail Price Range AU\$ ..... (\* will be published in the official Fair catalogue)

**Designer/Company PROFILE**, in story form (if selected, the text supplied here will be used for PR, 50 words maximum) .....

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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 collection be selected for debut.**

Signature ..... Date .....

Please send completed application form together with required images printed on reverse of this page plus in JPEG format on standard size CD to the curator: U l i H a s e l PO Box 1745, Bairnsdale VIC 3875 AUSTRALIA