

# Telstra Perth Fashion Festival 2018

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## WA Fashion Designer Expressions of Interest Applications close Monday 30 April, 2018

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## Telstra Perth Fashion Festival 5<sup>th</sup> – 15<sup>th</sup> September, 2018

All WA based fashion designers are encouraged to submit expressions of interest for consideration in a **West Australian designer runway show** to be presented on the Fashion Paramount runway at the 2018 Telstra Perth Fashion Festival.

Prior to expressing interest, please ensure you have read this document carefully and are eligible for consideration.

### SELECTION CRITERIA

An internal panel will select designers to be invited to participate in the Festival.

Selection will take into consideration the creative and commercial viability of your brand as demonstrated in your submission.

Designers must meet the below criteria in order to be eligible:

- All applicants must include original works and not be in breach of copyright
- Label must have previously produced at least one (1) commercial collection in the past one (1) year 2017 - 2018
- Must have a minimum of one (1) external stockist (ie. other than own-branded online store/ social media) with a collection currently available for purchase to consumers/ the public
- Expressions Of Interest are open to fashion and textile designers (clothing) residing in and conducting a significant portion of their business in Western Australia
- Designers must demonstrate highly creative skills and originality across their body of work, along with a strong design direction, quality of construction, commercial merit, visual impact and runway appeal
- Demonstrate the development of commercial links and networks nationally or internationally over the past year (the panel may look at increased stockists, clients, brand awareness through social media engagement, campaigns, sales or PR agents, suppliers and attendance at trade fairs)
- **Selection criteria excludes all bridal wear, accessories, jewellery, millinery and swimwear**
- **TPFF does not permit the presentation of real animal fur on its runways**
- If application is successful Terms and Conditions and fees apply.

### APPLICANTS WILL PROVIDE:

Applicants must submit the following items:

- Up to five images of recent body of work over the past 12 months (2017 - 2018) – clothing must be displayed on mannequins or live models
- Lookbooks/ Catalogues/ Marketing material released in the past year
- Clippings of editorial secured in the past year
- One page summary of business and business highlights and achievements over the past year. In this section – please include your contact details, website, social media handles and the date your label was established
- 100 word biography of designer/label
- 100 word synopsis of what the collection you hope to showcase at TPFF will be inspired by and a description of the styles you will design. Sketches or SS18/19 lookbook included in this section is a bonus but not essential
- List of stockists where your garments are currently available for purchase (excluding your own branded online store/ social media) – ie. your own online store does not qualify as one (1) minimum stockist.

### SUBMISSION OF EXPRESSIONS OF INTEREST

Submissions will only be accepted electronically sent via [WETRANSFER.COM](mailto:WETRANSFER.COM) or a [DROPOBOX LINK](#) containing all information required in one email

#### Option 1

send all information, including word documents, PDFs and jpeg images attached in ONE EMAIL, under 10MB in size to:

[marcia@perthfashionfestival.com.au](mailto:marcia@perthfashionfestival.com.au) OR

#### Option 2

send all information contained in one dropbox link embedded into one email OR

#### Option 3

send all information via wetransfer in one email.

- **DO NOT** – send multiple emails containing individual JPGs, multiple word documents, multiple links to online media coverage, or written applications in the body of an email. **Applications of this nature will not be accepted.**
- To be considered to take part in a WA designer runway show in 2018, designers must express interest by **10AM MONDAY 30 APRIL 2018**. Successful applicants will be notified by no later than COB WEDNESDAY 3rd MAY, 2018.
- *\*Please note, only EOIs which satisfy the selection criteria will be considered. As the number of available places is limited, the selection process is very competitive.*