



# Stitched

IIDA FLC FASHION SHOW 2020

# IIDA STITCHED 2020

## GENERAL INFORMATION

Thursday, April 9<sup>th</sup> 6 PM to 9 PM  
Tampa Theatre  
711 N. Tampa St.  
Tampa, FL 33602

The IIDA Florida Central Chapter's Fashion Show, Stitched, is an impressive display of our industry's talent. Stitched provides the design community with an opportunity to gather and celebrate our field through a different medium. Design teams, consisting of designers and students from throughout the chapter, compete to create jaw dropping, hand-made runway garments. Teams must utilize materials from their garment sponsor and demonstrate high levels of craftsmanship and creativity.

IIDA Stitched proudly benefits Clothes to Kids. Clothes to Kids is a Tampa based non-profit organization that provides new and quality used clothing to low-income or in crisis school-age children, free of charge. Clothes to Kids envisions a community in which every school-age child has quality clothing so that he or she may attend school with the confidence and self-esteem needed to achieve academic success.

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## CONSTRUCTION & MATERIAL REQUIREMENTS

Each Design Team will be composed of up to 4 designers, one model, and one garment sponsor. Design teams will be paired at random with their garment sponsor.

Design teams are strongly encouraged to work WITH their garment sponsor to select materials with appropriate lead times and associated costs. Garment sponsors are encouraged to help guide design teams towards selections that will meet their aesthetic goals and functionality requirements as well as time constraints while staying within a budget.

Design teams are not limited to a set budget or certain materials. However, we do ask that all teams consider the cost burden and time requirements associated with the materials they choose. Please remember that garment sponsors pay for the team tickets as well as absorb the cost of donated materials.

The exterior of the final ensemble must contain a minimum of 75% of the sponsored material (ie: wallcovering, flooring, tile, fabric, etc.). The remaining 25% can be additional material decided upon by the design team as needed.

Design teams will be provided with a \$100 visa gift card used to purchase supplemental materials such as closures, accessories, thread, etc.

The design teams may self-fund any necessary additional materials. Please try to keep self-funding to a maximum of \$150 per team.

All garments must be designed by the participating design team members; no outsourcing is allowed.

Each team should have one team captain that coordinates all correspondence with the fashion show committee. Direct all questions to Kelli Dixon. [kelli@bisoncontract.com](mailto:kelli@bisoncontract.com)

Teams must register and list all designers and their model online at [www.iidaflc.org](http://www.iidaflc.org) under "Stitched 2020". Registration closes January 24<sup>th</sup>, 2020.

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## GARMENT SPONSOR GUIDELINES

The garment sponsor's only responsibility to the team is to supply the materials for the construction of the garment. The manufacturer is not required to help fabricate the garment; however, the manufacturer's knowledge of the materials can help find new ways for it to perform. There are typically many components in any given material that can be used in very creative ways.

Stitched would not be possible if it weren't for the kindness and generosity of our garment sponsors. We understand the hard work each design team will put into creating their design, but as a courtesy, we ask that teams not take advantage of their manufacturer's kindness.

### **Design Teams are encouraged to follow these guidelines:**

Use only running line materials (i.e. no custom colors or patterns).



Consult with your garment sponsor to confirm which product lines are within their budget.



Request materials with enough advance notice.



Check with each vendor for specific lead times.



Request only the amount needed for your Design Team's garment.



Mockup the garment with an inexpensive material first, rather than ordering extra material to account for errors.



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## TEAM MODEL INFORMATION

Models are encouraged to be an integral part of the design team. Their delivery and performances are paramount to each team's success. Model performances are part of the judging criteria.

Models can be a member of the design team or any other 21+ adult.

### **Models must adhere to the following guidelines:**



Able to pass through doorways while wearing the garment



Able to enter and exit the stage unassisted



Limit one (1) model per team. No exceptions.



Models may not have any live accessories, including but not limited to babies, people, animals or pets of any kind.



No loose glitter, confetti, foam, or similar items may be tossed during the model's performance.



Models may not carry any weapons. Any accessories resembling a weapon must obtain prior approval by the Stitched committee. Please email Kelli Dixon. [Kelli@bisoncontract.com](mailto:Kelli@bisoncontract.com)



Models may have one (1) person backstage to serve as a helper the day of the event. This person can be a team member or any other attendee with a ticket. No one without a ticket will be allowed to enter the venue. There will only be one (1) person per model allowed backstage due to size constraints and overcrowding. This will be strictly enforced.



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## JUDGING CRITERIA AND AWARDS

Your design will be judged on a series of categories:

### **CREATIVITY + INNOVATION (15 points)**

Creativity as related to materials chosen and level of innovation displayed by material use and incorporation into the garment.

### **CRAFTSMANSHIP/CONSTRUCTION (10 points)**

How well is the garment constructed, keeping in mind the materials' difficulty.

### **THEME RELATIONSHIP (15 points)**

Does the garment accurately reflect the theme? Themes may be interpreted in many ways.

Points will be awarded for the level of connection between the garment and the theme, based on the team's interpretation.

### **MODEL PRESENTATION (10 points)**

Does the model's hair and make-up correspond with the garment? Does it fit with the concept?

Overall runway walk/presentation of the model on stage.

### **BONUS Social Media Points (6 possible points)**

Teams can earn one (1) point per week towards the "Peoples' Choice Award" by posting to Instagram/Facebook and using #iidaflcstitched2020 and #descenttodarkness.

Points will be awarded for posts occurring from February 23<sup>rd</sup> to April 5<sup>th</sup>.

One team will be awarded an extra point for generating the most social media hype. Hype will be based on number of likes, reposts, etc.

**Our Instagram page:** *@iida\_flc*

**Our Facebook Page:** *IIDA FL Central Chapter*

Awards will be given for the following categories:

### **BEST IN SHOW**

The team with the highest overall points from the judges

### **Most Innovative**

The team with the highest creativity + innovation points

### **Most Inspired**

The team with the highest points in relationship to the theme

### **Peoples' Choice**

Attendees from the event vote throughout the night for their favorite garment. This category will also factor in any additional social media bonus points as listed previously.

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## PERFORMANCE INFORMATION

### STYLISTS

Complimentary stylists for hair and makeup will be available for all design teams. Teams choosing to utilize this service must submit style direction, images and guidelines to the hair and makeup artists by February 20<sup>th</sup>. Teams also have the option to hire their own stylist for the day of the show, but it is optional. You will need to work with your stylist of choice to create your specific look for Stitched.

### RUNWAY WALK

General creativity, showmanship and style are encouraged during the performances. Models must adhere to solo performances and refrain from including any activity into their walk that will leave residue or debris on the runway. If a performance includes removal of any items, all items must be cleared from the runway immediately. Supporting team members may help remove any items the model may have intentionally or unintentionally left behind.

### MUSIC & LIGHTING

We will not be able to accommodate custom lighting transitions; each team will have the same entry and exit lighting. Teams are responsible for providing their music cut to the time limit of 1 minute 30 seconds by March 25<sup>th</sup> for review and approval.

As we get closer to the show, all participating design teams will be made aware of the stage layout and lighting transitions. Due to the venue, no pyrotechnics will be permitted.

### DRESS REHEARSAL

Day of Dress Rehearsal will take place on April 9<sup>th</sup> at 1:00pm. All models to arrive and be checked in between 11:00 and 12:00pm. Arriving late or missing dress rehearsal will result in deduction of all of the team's social media points. Model's hair and makeup does not need to be done but the garment, shoes, and any transitions anticipated during the show must be rehearsed at this time. Models will be able to run through their walk along with music and lighting. Any team specific requests for extra rehearsal time are allowed after the full dress rehearsal is complete. Please note your own music will have to be played through your own device after rehearsal for practice.

# IIDA STITCHED 2020 TICKETS

## General Admission

IIDA Member – \$60.00

Non-member – \$80.00

Team Sponsor - \$500.00

Includes one ticket for each design team member, up to four tickets

Includes one ticket for sponsor representative

Team sponsor payments due March 6th, 2020.

**WE EXPECT TICKETS TO SELL OUT!**

Please purchase your tickets in advance through the IIDA website or by visiting the Tampa Theatre Box Office.

Everyone needs to have a ticket to enter the venue. This will be strictly enforced.

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## CRITICAL DATES

JANUARY 6<sup>TH</sup>  
Team Registration Opens

JANUARY 24<sup>TH</sup>  
Team Registration Closes

JANUARY 30<sup>TH</sup>  
Kick Off Event

FEBRUARY 20<sup>TH</sup>  
Team Preliminary Concept / Progress Shots Due

FEBRUARY 27<sup>th</sup>  
Power Point Template Provided to Teams

MARCH 6<sup>TH</sup>  
Team Sponsorship Fees Due

MARCH 25<sup>TH</sup>  
Power Point and Judges Packets Due  
Music Clip Due

APRIL 9<sup>TH</sup>  
Stitched prejudging begins at 5PM  
Doors open @ 6 PM

Specific day of event schedule information to be provided to registered teams on or before  
January 24<sup>th</sup>, 2020

# IIDA STITCHED 2020

## COMMITTEE MEMBERS

### EVENT CO-CHAIRS

Christi Coats, Gresham Smith  
[christin.coats@greshamsmith.com](mailto:christin.coats@greshamsmith.com)

Shawna Boyd, Nelson  
[sboyd@nelsononline.com](mailto:sboyd@nelsononline.com)

### DESIGN TEAMS

Kelli Dixon, Bison Contract  
[kelli@bisoncontract.com](mailto:kelli@bisoncontract.com)

### SPONSORSHIP

Jim Grumberg, Swift Space  
[jcgrumberg@gmail.com](mailto:jcgrumberg@gmail.com)

### EVENT COMMITTEE CHAIRS

Christina Jameson, OFS  
Don Newman, Herman Miller  
Karli Kronmiller, Hunton Brady  
Kristina Utke  
Lina Goldberg, Power Design  
Maggie Coppola  
Raquel Ayers, OFS