



Congratulations on your participation in the 1st Biennial "Stitched" Product Fashion Show!

Thursday, May 17th, 6:00PM – 9:30PM

Rialto Theatre

1617 N Franklin St.

Tampa, FL 33602

This document should answer most of your questions about design, materials, and event logistics including:

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|----------------------------|-------------------------------|
| 1. Design Guidelines | 6. Critical Dates |
| 2. Manufacturer Guidelines | 7. Model Information |
| 3. Judging Criteria | 8. Event Schedule |
| 4. Prizes | 9. Frequently Asked Questions |
| 5. Tickets | |
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The IIDA 2018 Fashion show is a night of cocktails, hors d'oeuvres, music, dance, and high fashion; an opportunity for the design community to gather and celebrate our field through a different medium. The Fashion Show will be featuring couture garments constructed out of unique and upcycled materials commonly found in the built-environments in which we live, work, and play.

Design Guidelines

- Each Design Team will be composed of up to four designers + assigned sponsor representative(s) + 1 model. Each team should register/list all designers and their model (if someone other than a designer listed) online at www.iidaflc.org under "Stitched 2018" event registration.
- Each team should have 1 team captain that coordinates all correspondence with the fashion show committee. Direct all questions to Amanda @ iidaflc.president@gmail.com
- In creating the garments, teams are required to use products from their sponsor's company. The exterior of the ensemble (all parts showing) must be at least 75% of the sponsored materials (i.e., carpet, wallcovering, laminates, etc.). The other 25% may be materials of your choosing. Please use your best judgement. Design teams are not limited to certain materials from their sponsor but are strongly encouraged to consider cost burden and time requirements when requesting materials.
- Garment must be designed by the design team, but team may have aid in constructing garment.

Manufacturer Guidelines

The manufacturer'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. Remember that your manufacturer is not only donating time and money in materials to your design; they are also donating money to sponsor this event. We understand the hard work you will put into creating your design, but as a courtesy, we ask that you not take advantage of your manufacturer kindness. The challenge of great design is working within your budget.

- a. Use only running line materials (i.e. no custom colors or patterns)
- b. Request materials with enough advance notice. Check with your vendor regarding lead times.
- c. Stay with materials that are from reasonably priced product lines. Talk with your product partner about what they can provide.
- d. 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.

Judging Criteria

Your design will be judged on a series of categories:

- a. **CREATIVITY + INNOVATION (15 points):** The judges will determine how creative the manufacturer's material was used in designing the garment.
- b. **CRAFTSMANSHIP/CONSTRUCTION (10 points):** How well is the garment constructed, keeping in mind the materials' difficulty.
- c. **THEME RELATIONSHIP (15 points):** The judges will be looking at how well the garment connects back to the theme.
- d. **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.
- e. **BONUS Social Media Points:** Teams can earn extra points towards the "Peoples' Choice Award" by posting up to once a week (2/26 to 5/16) to Instagram/Facebook and using the #iidaflcstitched2018 and #fragmentsofburton hashtags and tagging IIDA FLC. Your team can only earn 1 point for posting each week regardless of the amount of times you post or the number of social media outlets you post from. Instagram is encouraged if it's "photo" related (page must be public to view), Facebook is encouraged if it's "a photo + extensive text + link to IIDA FLC page".

Our Instagram page: @iida_flc

Our Facebook Page: IIDA FL Central Chapter

Our website: www.iidaflc.org

Awards

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.

Tickets

- General Admission - IIDA Member – \$45.00
- General Admission – non IIDA member – \$60.00
- Team Sponsor – \$500.00 (\$300 of which goes to IIDA FLC and \$200 goes to back to your team in the form of a Visa gift card from IIDA FLC for materials, etc. related to the garment entry.) Any excess balance on gift card requested to be returned and redirected to benefited charity. Team sponsor payment due March 16, 2018.

WE EXPECT TICKETS TO SELL OUT!

Tickets will NOT be available at the door. Everyone needs to have a pre-purchased ticket to enter the venue. This will be strictly enforced.

- Design Team – each team member will receive 1 ticket (model does not require a ticket)
- Manufacturer Sponsor – 1 ticket (any additional tickets should be purchased)

Critical Dates

- Team Registration Closes: Friday, February 16, 2018
- Stitched 2018 Kickoff Event: Thursday, February 22, 2018 6:00PM @ West Elm Workspace
- Team progress shots and decision of whether you will use the hair and makeup service provided by IIDA or do your own due Friday, March 23, 2018
- Hair and makeup concept/sketches due on Friday, March 23, 2018 and will be used for pre-event prep/coordination with the makeup artist and for pre-judging. These are due even if you provide your own hair and makeup services.
- Team PowerPoint presentation and judges packet are due: Friday, May 4, 2018
- Teams are required to submit 3 PowerPoint slides that will be shown prior to the model walking on stage. The committee will format & supply a template on or by April 13, 2018. Teams will use the slides to convey their concept and design process.
- **Slide 1**: Concept Statement
- **Slide 2**: Inspiration behind the design, inspirational photographs or sketches
- **Slide 3**: The theme name and team members. This slide will remain on screen while the model is on stage.

*Everything needs to be in a high resolution file.

- Team Song Choice is due: Friday, May 4, 2018 (no explicit/offensive language permitted)
- Show Rehearsal: Week of May 7, 2018. Location and final date/time TBD

*Attendance at the rehearsal is mandatory for all models and one team member. Point deductions will be taken from the overall score if a design team is not appropriately represented.

- Pre-Judging: Thursday, May 17, 2018 @ 5:15pm

Model Information

We encourage models to be an integral part of the team; it can be someone from the design team or any other 21+ adult.

- Models must be able to pass through doorways while wearing the garment.
- Models must be able to go on and exit the stage unassisted.
- No live animals are permitted.
- No fire permitted
- No loose glitter / confetti / similar items allowed be tossing or distributing by model on or off stage.
- Hair and Makeup Service will be provided for those who want it or you can choose to do your own - see note in "Critical Dates" section regarding hair/makeup concept due date

Event Schedule

*Subject to change

Arrival

- Model arrival times for hair and makeup are TBD and will stagger throughout the afternoon. To keep on schedule, it is very important that the model and one team member arrive promptly for your assigned time. All other team members should plan to arrive when the doors open at 6:00PM.
- Due to spatial constraints, only the model and your team representative are allowed backstage. Please don't ask your friends, family or other team members to join you backstage or before doors open at 6:00PM.

Pre-judging

Beginning at 5:15 PM, models will report to the pre-judging area. This is a chance for the judges to briefly preview the entries up close and an opportunity for each team to showcase the design intent, craftsmanship and materials used. Judges will have copies of the team's sketches, concepts and materials. Models and/or Team Member should be prepared to answer questions and highlight unique features of their garment.

Models not utilizing the make-up and hair service are required to check-into the event by 4:30PM. Models should be dressed for pre-judging by 5:15pm. No exceptions.

Run-through of the Event

- Models will begin lining up at 6:30 PM. There will be a designated volunteer to help manage the order (as assigned at dress rehearsal) and flow. Once you have lined up, stay in original order. Volunteer will direct the models on and off the runway. The PowerPoint slides will be presented via visual display. After exiting the runway, again, please stay in order for the final

walk-through. In order to give the judges and audience one last look at your fashions before the final judging, your model will do a quick walk down the runway, past the judges and return backstage.

- Runway show will start at 7:00 PM.
- Winners will be announced at approximately 8:30 PM. When the result is read, the model and team are invited on stage to accept their award.

- TBD – Model and Team Member arrive for Hair & Makeup (by appointment only)
- 4:30 PM – Model and Team Member who are doing their own hair and makeup arrive.
- 5:15 PM – Pre-judging
- 6:00 PM – Doors Open / Cocktail Hour for team & attendees (*not models*)
- 6:30 PM – Models start lining up behind the stage
- 7:00 PM – Runway Show starts
- 8:00 PM – 8:20 PM – Judges deliberate / Intermission for all attendees (models included)
- 8:30 PM – Thank you and gifts for Judges & award winners announced

*DON'T WORRY - SHOW DETAILS WILL ALL BE COVERED IN MORE DETAIL AT THE DRESS REHEARSAL!

Frequently Asked Questions

What is the fashion show?

- The IIDA 2018 Fashion show is a night of cocktails, hors d'oeuvres, music, dance, and high fashion; an opportunity for the design community to gather and celebrate our field through a different medium. The Fashion Show will be featuring couture garments constructed out of unique and upcycled materials commonly found in the built-environments in which we live, work, and play.

When and where is the 2018 Stitched Fashion Show?

- Thursday, May 17, 2018 @ The Rialto Theatre
Address: 1617 N. Franklin St., Tampa, FL 33602 - Parking details to be provided at later date.

Can a design team use a material other than that which they were assigned?

- Yes, but remember your garment **MUST** be 75% composed of your vendors' materials. There should be no question as to what material was assigned to your team.

Is the Manufacturer Sponsor required to construct the Design Team's garment?

- No, only if they choose to. The only responsibility the manufacturer has to their Design Team is to provide materials.

What are the parameters/requirements for song selection?

- Each team will be able to select the song choice for their models to strut their stuff on stage. Please provide preferred start time (the committee cannot guarantee a specific start time of

the song but will work to achieved preferred start time). Music must appropriate and be able to be legally downloaded from iTunes. Committee has the right to deny any song & ask for re-selection.

Do we have to do our own Hair & Make-Up?

- Hair and Makeup Service will be available, but you can also choose to do your own (go to your preferred makeup artist). If you decide to do your own, this cost will be the responsibility of the design team. Decision of taking advantage of the Hair and Makeup Service or not is due Friday, March 23, 2018.

Does the model need to purchase a ticket to the show?

- Models will not require a ticket and can join the party after the show

Can we have an additional person behind the scenes to help the model get ready?

- One team member may be behind the scenes with the model to serve as a helper on the day of the event. This will be enforced as the space will be limited and crowded. The helper WILL need a ticket to the event and must have it upon arrival to the venue. Team members without tickets will not be allowed to enter the venue.

Will there be an open bar?

- Event entry includes (2) drink tickets for each guest. Additional drinks may be purchased at cash bar.

May the model take part in the cocktail reception before the event?

- For the safety of your model, we ask that they abstain from alcohol before the event. Additionally, your model will be busy meeting with the stylists and the judges prior to the show and we'd like to wait to showcase each model and garment on stage rather than prior at cocktail hour.

What happens to the garment after the event?

- Please take your garment and all accessories with you the night of the event. Anything left in the venue will be discarded.

Can I use my pet on the runway?

- Live animals are not allowed at the show. This means that you cannot use snakes, dogs, cats, goldfish, etc., as part of your design or presentation.

Please contact with any additional questions @:

Amanda Guerrier, President: iidaflc.president@gmail.com

Hethre Strickland, VP of Tampa: hethre.strickland@coalesse.com