

# | FAT | Toronto Alternative Arts and Fashion Week

## Event Objectives:

- § To promote and stimulate creativity
- § To introduce new ways of looking at fashion
- § To emphasize the relationship between fashion, music and art
- § To gain public and media awareness of progressive and promising creators

## DETAILS OF APPLICATION:

- § Participants will be chosen according to the following categories

Women's Wear/ Men's Wear/ Couture: a minimum of 10 outfits must be shown to participate

Wearable Art: minimum outfits can be negotiated with organizer

- § Along with the application form, applicants must submit a short description of work (100 words max) a press release (1 page max) samples of work, ideas for presentation and a return envelope
- § 5-10 images of the proposed collection must be submitted on a CD (jpeg images only). If the work has not yet been completed please include 10 sketches of the proposed collection and 3-5 images of past work.  
**\*Note: The images you include are sent to the press to promote your line, and are often published prior to the event in various publications and websites, so please send us your best shots!!**
- § All applications must accompany required materials and be submitted by mail (CD-ROMs)
- § It is the responsibility of the designers to provide all outfit(s) and appropriate accessories, including shoes for models
- § Designers may choose to use their own models for the runway presentation if they have a particular esthetic they want to convey.
- § All additional promotional material that the designer chooses to include such as press packages and invitations relating solely to his/ her collection must be provided by the designer
- § The Toronto Alternative Arts & Fashion Week will provide the space in which all work will be presented, will promote designers to the media, and will assist each designer in coming up with new and alternative presentation methods
- § As this is an alternative arts and fashion week, we encourage you to be bold, to be creative and to come up with new, innovative ways of presenting your line!
- § Applicants will be notified by mid January by email or by phone in regards to their acceptance.

## FEES:

**An additional fee will be charged upon acceptance for each outfit that will be featured on the runway**

**INDEPENDENT DESIGNER / COMPANY: \$45 per outfit** (i.e. 10 outfits = \$450, 15 outfits = \$675 etc.)

**STUDENT: \$35 per outfit** (i.e. 10 outfits = \$350, 15 outfits = \$525 etc.)

\* With your application, please provide a photocopy of your student I.D. card, and provide a short statement, which includes the university/college you attend, your year, and why you would like to be included in the event.

\*This fee goes towards the production of your runway show and includes the space, make-up, hair, models, fittings, food and beverages, music, lighting, and the promotion of each show to the public, press and buyers.

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### APPLICATION: FASHION DESIGN

Name of Applicant:

Name of Company

Collection Title:

Number of Outfits Submitting:

Address:

Telephone:

Email:

Website:

Category:

Would you be interested in the opportunity to sell your collection to the public or buyers post show?

Along with the application please submit:

1. **Entry fee:** \$20 per category payable to Toronto Alternative Arts and Fashion Week (\$30 for late entries)  
**Method of payment:** Cash \_\_\_ Check \_\_\_
2. **Statement:** a short description of work (100 words max, word doc. on CD)
3. **Press Release:** 1 page max (word doc on CD)
4. **Samples of work:** 5-10 images of proposed collection (300dpi JPEG images only on CD)  
or 3-5 images of past work, and 10 sketches of the proposed collection (JPEG format on CD). Do not submit original work.
5. **Presentation:** Please describe how you would like to present your collection
6. **Return Envelope:** Self addressed and stamped envelope

**Deadline: December 22** (Submissions can be sent before or on deadline date)

Late Submissions Deadline: January 9 (\$30 entry fee)

**MAIL TO:** Alternative Arts & Fashion Week  
FASHION DESIGN  
22 Southport Street, Suite 340, Toronto, ON, M6S 4Y9,  
Canada

**Enquiries:** E. [info@alternativefashionweek.com](mailto:info@alternativefashionweek.com) T. 647.834.0061

Applicant's Signature:

Date:

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**RULES AND REGULATIONS**

1. All entrants must abide by the rules and regulations set out by the organizer.
2. All entrants must submit a fully completed application form, a \$20 entry fee (\$30 for late submissions)
3. Applicants may submit work for more than one category, as separate entries.
4. The organizer reserves the right to cancel any of the categories if there are not a sufficient number of applicants in that category.
5. All entries must be submitted by mail to: 22 Southport, St. Suit 340, Toronto, ON, M6S 4Y9 by Dec.22, and for late submissions, Jan. 9
6. The organizer shall have the absolute discretion to refuse any applicant, decline any participation or withdraw any entries from the event at any time.
7. The entrants shall be solely responsible for the costs of production, maintenance, safety and good condition of his/ her work at the event, and Toronto Alternative Arts and Fashion Week shall not be held liable for any loss or damages of the work submitted for the event.
8. Design, art and music ownership shall be vested with the designer/ artist/ musician. The organizer reserves the right to use any entries for promotional or publicity purposes before or after the event.

I have read and understood the rules and regulations

Applicant's Signature: \_\_\_\_\_ Date \_\_\_\_\_