

Future Runway Presented by Spotlight at Virgin Australia Melbourne Fashion Festival

Dear Teachers,

On behalf of our esteemed Festival Board, and Spotlight, we'd like to formally invite your students to be involved in the "Future Runway" as part of the Virgin Australia Melbourne Fashion Festival, taking place on Sunday 23 March 2014.

This event is an exciting new initiative that gives VCE, VET, VCAL and TAFE students (equivalent level of VCE) the chance to participate in a Runway show as part of the Virgin Australia Melbourne Fashion Festival. Each student selected will have the opportunity to showcase their designs at Australia's largest consumer fashion, beauty and business events during the Virgin Australia Melbourne Fashion Festival. Each of the finalists will also receive a prize pack from the Virgin Australia Melbourne Fashion Festival and Spotlight.

Additionally, each applicant's school will also go in the draw to win a Major Prize from Spotlight including 3 x Bernina sewing machines, 3 x Bernina over-locking machines and a voucher of up to \$1,000 to spend in-store at any Spotlight in Victoria.

We truly hope that you will join us in supporting the next generation in the Australian fashion industry and encourage your students to participate in this once in a lifetime opportunity.

Attached to this letter is an application form further detailing this initiative and outlining the application process, criteria and outcomes.

Yours Sincerely,



Graeme Lewsey
CEO, Virgin Australia Melbourne Fashion Festival



Quentin Gracanin
Group CEO, Spotlight Retail Group



Festival Introduction

The Virgin Australia Melbourne Fashion Festival is an annual celebration of fashion, beauty, business and creative endeavour for everyone to enjoy.

The Virgin Australia Melbourne Fashion Festival is highly regarded as one of the leading consumer and retail fashion festivals in the world.

Initiative Introduction

The Virgin Australia Melbourne Fashion Festival together with Spotlight invites VCE, VET, VCAL and TAFE Students (equivalent level of VCE, Certificates I and II), from around Victoria to submit a garment for selection into Future Runway. This new initiative provides students with the unique opportunity to showcase their fashion talent on the Virgin Australia Melbourne Fashion Festival's renowned Runway.

The Virgin Australia Melbourne Fashion Festival is a highly regarded platform for the discovery of emerging Australian design talent. The Virgin Australia Melbourne Fashion Festival aims to nurture emerging designers and tertiary graduates and is proud to extend the opportunity of being involved to selected secondary students. The aim of this initiative is to provide talented fashion, textile and technology students with the opportunity to have their garments presented in a professionally produced show in front of the fashion industry, media and consumers at the Virgin Australia Melbourne Fashion Festival which takes place from 17-23 March, 2014. The Future Runway show will be held on Sunday 23 March 2014.

Application Process

Step 1

Design an outfit

The outfit must be complete (not one single element e.g. A skirt only) that works in synergy together and overall must fit within one of the following three categories for men's or ladies wear:

- / Ready to Wear
- / Eveningwear
- or
- / Contemporary

Step 2

Create the outfit

Create the outfit using Spotlight's specially produced fabric range created for the Future Runway. This can be a trim, panel, buttons or the entire outfit.

To view the fabric range online (from mid-December) and find out when it is available to purchase, please visit the Spotlight website located at www.Spotlight.com.au.

Email competitions@spotlight.com.au to receive a PDF of the Future Runway fabric ranges and receive your 20% OFF Coupon for Spotlight purchases.

Step 3

Photograph your garment

Once your garment is complete, visit your local Victorian Spotlight Store to photograph your garment on the Future Runway mannequin display.

Photos must be maximum 10Mb in size (per photo) and must be submitted as 2 x jpeg files.

Entries must include photographs of:

- / 1 x photograph of the front of the garment on the Spotlight mannequin
- / 1 x photograph of the back of the garment on the Spotlight mannequin

Step 4

Submit your application via email by **Friday 14 February, 2014 at 5pm**

Submissions must be sent by email to competitions@spotlight.com.au and must include the following:

- / Photos of your garment (See Step 3) including indication of category it will be judged on (Judging criteria)
- / Completed application form
- / 200-400 word design statement detailing the creative motivation behind the garment including a short biography on future aspirations.

Judging Criteria

Judging criteria for the Future Runway Presented by Spotlight at the Virgin Australia Melbourne Fashion Festival is as follows:

- / The applicant must be a Victorian Student currently undertaking their VCE, VET, VCAL or TAFE (equivalent level of VCE, Certificates I and II) and aged between 16-18 y/o.
- / The applicant's overall submission should demonstrate a unique vision, a distinct design and include fashion innovation.
- / The applicant must have utilised the Spotlight (Future Runway) fabric range in a creative manner.
- / Each category will be judged on one of the following categories in men's or ladies wear:
 - Ready to Wear
 - Eveningwear
 - Contemporary
- / No children's wear/teen garment designs will be considered.
- / The design should be produced with a high quality level of production and attention to detail.
- / The work presented must be solely that of the applicant.

Conditions of Entry

- / Applicants must be 16-18 y/o and preferably studying textiles, fashion or fine art at an accredited secondary school or TAFE in Victoria.
- / Photographs of the garment must be taken in a Spotlight store at the designated Future Runway mannequin display and the images submitted must be no larger in size than 10Mb per image.
- / Application form is to be submitted with other supporting documentation by no later than **5pm, Friday 14 February, 2014.**
- / Applicants are encouraged to zip file all entry components together for submission and clearly title the submission with the applicant's full name.
- / Models for the Future Runway show will be selected at the discretion of the Virgin Australia Melbourne Fashion Festival. The Virgin Australia Melbourne Fashion Festival has a policy of ensuring models booked for its runway shows are a healthy standard size 10-12. For model fitting purposes entrants are encouraged to submit garments within this size range. If your garment is another size, please stipulate the size in your application.
- / Should an applicant be successful in their application, he/she must be available to make their own way to Melbourne on Sunday 23 March, 2014 to attend the Future Runway Show.
- / The Applicant must use Spotlight's fabric range for Future Runway in the production or finishing of the garment.
- / Applications and garment designs must not be shared via any social media networks or otherwise disclosed in any public forum until after the conclusion of the event on 23 March, 2014. Should this condition be breached, the applicant may be disqualified from the event at Virgin Australia Melbourne Fashion Festival's discretion.

Outcome

- / Each of the finalists will receive a gift card from Spotlight to the value of \$50.
- / Runway Show Finalists will have their garments appear on the Future Runway Show on Sunday 23 March, 2014.
- / Runway Show Finalists will also receive two tickets each to attend the Future Runway Show (but must be accompanied by a parent or guardian).
- / There will be limited additional ticketing for friends and family of finalists that can be purchased via Ticketek.

Application Form

ALL FIELDS ARE MANDATORY

Name of Designer:	
Name of Secondary/TAFE Institution:	
Telephone:	
Mobile Phone:	
Other/Emergency Contact Phone and Name:	
Email:	
Address:	
Postcode:	

Application Check list

Please tick here to ensure you have included:

- 2 x Photos of the garment including 1 x front and 1 x back (*no bigger than 10Mb, jpeg files only*)
- Completed application form
- 200-400 word design statement outlining the creative rationale of the collection and any goals/aspirations

I confirm that I am the originator of the design submitted as part of this application for the Future Runway presented by Spotlight at the Virgin Australia Melbourne Fashion Festival. I have read the conditions and information accompanying this application and agree to abide by all of the selection criteria and entry conditions. By submitting this application I agree to my design being promoted in connection with Spotlight, the Future Runway and the Virgin Australia Melbourne Fashion Festival and its appointed publicity firm. I agree to appear at the Future Runway in Melbourne on 23 March 2014 if selected as a finalist and to participate in associated media activity as required by Spotlight and/or Virgin Australia Melbourne Fashion Festival.

I acknowledge that:

- a) All entries will be treated confidentially by both parties.
- b) The Virgin Australia Melbourne Fashion Festival and Spotlight will exercise care with all submitted material, but accept no responsibility whatsoever for any loss or damage to any garments while in their custody or during postage.
- c) The selection panel's decision is final and no correspondence shall be entered into regarding applications.
- d) Submissions may be collected from the Virgin Australia Melbourne Fashion Festival office located at Level 2, 175 Flinders Lane, Melbourne, Victoria, 3000 Australia, upon request after 23 March 2014.

Applicant signature: _____

Print name: _____

Date: _____

Parent/guardian signature: _____

Print name: _____

Date: _____