

FUTURE RUNWAY Presented by Spotlight

2015 Information Pack

Information and regulations for designers interested in submitting an application to be a part of the 2015 Future Runway Presented by Spotlight

For all enquiries please contact:

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#VAMFF



The "SPOTLIGHT" logo is a blue rounded rectangle with the word "SPOTLIGHT" in white, uppercase, bold sans-serif font. The letter "O" is replaced by a red circle with a white dot in the center, resembling a spotlight.

MELBOURNE FASHION FESTIVAL LTD.
PO Box 18027, Collins Street East
Victoria, 8003, Australia

ABOUT US

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

A true feast for the senses, the Festival presents the most stylish week-long entertainment on offer including world-class runway shows featuring Australia's established and emerging designers, state-of-the-art production, beauty workshops, industry seminars, forums, live entertainment and much more.

In 2015 the Festival will run from the 14 – 22 March with a Cultural Program running in the lead up from 15 February.

[Watch the 2014 Festival Highlights here](#)

The Virgin Australia Melbourne Fashion Festival is managed and produced by the Melbourne Fashion Festival Ltd., a not-for-profit company.





FUTURE RUNWAY PRESENTED BY SPOTLIGHT OPPORTUNITY

The Virgin Australia Melbourne Fashion Festival is renowned for discovering emerging Australian fashion design talent.

The Festival, together with Spotlight, invites secondary school students from around Australia to submit an application to showcase in the Festival's distinguished Future Runway and receive a Spotlight mentorship.

The Future Runway Presented by Spotlight is a showcase of the future of fashion in Australia. It provides students with the unique opportunity to produce a collection using Spotlight materials and showcase it in a Festival produced runway show before fashion industry professionals, media and consumers.

[Watch highlights from the 2014 Future Runway Presented by Spotlight here](#)

BENEFITS

Once selected as a finalist, successful applicants will be required to produce a one off 'show ready' capsule collection of two (2) complete outfits.

Finalists will receive a Spotlight 'mentorship' which will include:

- / A themed fabric kit reflective of students' creative journals, containing base fabrics to be used to create the outfits;
- / \$50 Spotlight gift voucher (to purchase trims, fastenings etc); and
- / 2 x special advisory sessions with sewing experts at students' local Spotlight stores.

The Festival will work with industry leaders to showcase the students' complete work in a professionally produced runway show during the week of Festival.

The Festival will contact all finalists to discuss further benefits, including:

- / Associated media coverage generated to support the runway show; and
- / Two (2) tickets to attend the runway show.

Further, Spotlight will select a winning school to receive a prize of 3 x Bernina sewing machines, 3 x Bernina over-locking machines and a \$1,000 Spotlight voucher.





SUBMISSION CRITERIA

The Festival and Spotlight request students demonstrate their creative vision* of the capsule collection* they will produce for the runway show; industry awareness*; and the potential to produce quality garments.

Creative Vision*

Applicants are required to produce an original two (2) – ten (10) page 'creative journal' that demonstrates their individual fashion design style and the overall themes of their collection.

The creative journal can include any or all of the following; individual sketches, colour palettes, photographic inspiration. All materials should be able to be scanned or photographed.

The creative journal is to reflect applicants as a designer, and the look and feel of their style and future label. Applicants are to design the creative journal which, if selected as a finalist, will then determine what "Fabric Kit"* they will receive from Spotlight to design with. This Fabric Kit will reflect the applicants look, but with a challenge to extend their creativity.

To assist with the creation of the creative journal, Spotlight has provided example fabric and themes for inspiration, online at spotlight.com.au

Industry Awareness*

Applicants are required to submit a 200 - 400 word design statement* detailing the creative rationale* of the creative journal and collection, that also includes a brief customer profile* outline.

Production Quality

Applicants are required to demonstrate their capsule collection will be produced with a high level of production quality and attention to detail, therefore are requested to:

- / Provide a 50 word description of their sewing experience; and
- / Provide up-close photos of previous sewing work that clearly display quality of finish.

* Refer to Definitions on page 8

SELECTION CRITERIA

The professional panel of judges will select up to 25 applicants who demonstrate:

- / A unique creative vision and design identity;
- / Awareness of fashion industry practises through a design rationale and a customer profile;
- / The ability to produce garments with a high level of production and attention to detail;
- / The potential to contribute to the future growth of the Australian fashion industry; and
- / The work presented is solely that of the applicant.





CONDITIONS OF ENTRY

- / Applicants must be aged 16 or over;
- / Applicants must be in their final two (2) years of Secondary education and currently completing VCE, VCAL (or Australian equivalents), VET, Certificate I or Certificate II;
- / Finalists are obliged to undertake the Spotlight support and mentorship to produce a capsule collection of two garments. Before applying, applicants should consider their availability and motivation to complete the two garments that are required for the runway show;
- / Applicants must submit the Consent Form signed by themselves, their parent or guardian, and teacher;
- / Finalists who wish to attend the runway show must do so at their own cost and be accompanied by a parent or guardian at all times;
- / Applicants are required to submit their online application by **28 November, 2014;**
- / Finalists will be notified of their successful application in December, 2014;
- / Finalists will be required to provide their two garments to the Festival by 16 February, 2015; and
- / Any application or acceptance to be a part of the Festival's Future Runway Presented by Spotlight is at the sole responsibility of the participant and both Spotlight and the Melbourne Fashion Festival Ltd. will be indemnified of any risk or claims.

DEFINITIONS

- / **Capsule collection:** a limited collection (2 full garments) that is representative of a full collection
- / **Creative vision:** the unique perspective and expression of what inspires applicants and speaks to their heart when designing
- / **Industry awareness:** understanding the fashion industry and recognising the purpose behind what applicants think their consumers want
- / **Creative journal:** a collection of images, materials, pieces of text, etc. intended to evoke or project a particular style or concept
- / **Design statement:** a formal, short written statement of the purpose of the designs, which sets out and justifies the process that has led to the design of the garments/collection
- / **Creative rationale:** a clear description of the reasons behind the decisions applicants made when designing the garments/collection
- / **Customer profile:** a description of a customer that includes demographic, age, buying patterns (when, where, how much), and purchase history
- / **Design identity:** the visible elements of a brand (such as colours, designs, logotype, name, symbols) that together identify and distinguish the brand and designs in the customers mind
- / **Fabric kit:** a selection of complimentary fabrics in a range selected specifically for the finalist based on their design and creative journal





SUBMISSION PROCESS

- / Check the Conditions of Entry (page 7)
- / Submission criteria to include:
 - / Creative journal (page 5)
 - / Industry awareness statement (page 5)
 - / Demonstration of production quality (page 5)
 - / Signed Consent Form
- / All submissions are to be made in PDF format
- / Submit applications using the Online Application Form at www.vamff.com.au/participate/designers

We look forward to receiving your application.
For all further enquiries please contact:

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The information contained in this Information Pack has been prepared solely to assist you in evaluating the benefits of applying to participate in the Virgin Australia Melbourne Fashion Festival 2015. Melbourne Fashion Festival Ltd. reserves the right to alter any of the information without further notice to any reader and/or applicant.



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Images courtesy of Lucas Dawson Photography