

6TH ANNUAL
BIRMINGHAM
FASHION WEEK™

2016 RISING DESIGN STAR CHALLENGE
Cash and College Scholarship Opportunities

The 6th Annual Birmingham Fashion Week (BFW) will be held August 25-27, 2016 at the historic Boutwell Auditorium in downtown Birmingham, AL. This 3-day event is known across the southeast as one of the top fashion shows bringing in locally and nationally acclaimed designers, retailers, and press, front and center to the BFW stage. The “Rising Design Star Challenge” was created to promote, encourage and inspire the talented youth within our state through the creation of wearable pieces of art. The inspiration behind this year's show is the “Future of Fashion.” Junior High and High School students will compete for a chance to win cash prizes along with college scholarships as they display their creative talents on the BFW stage. For complete rules and details, please see the information packet below.

THE CHALLENGE

All applications for the “Rising Design Star Challenge” must be received **NO LATER** than Monday, May 9, 2016. A panel of judges will review each application and select the top 60 applicants who will move onto round 2, the actual creation of the conceptual sketch. You and your parent/guardian will be contacted by phone and email on Monday, May 16, 2016 if you are selected to move onto the 2nd round. At that point, we will give you all the information needed for the remainder of the competition along with the measurements that you will need to create your garment to fit to the specifications of our mannequins. Your garment will be on display at the front lobby during BFW 2016 (mannequins provided by BFW). The 60 applicants will be split into 2 groups with 30 RDS showing on the runway on Thursday night and 30 RDS showing on the runway on Friday night. Student designers (RDS) must be available on either Thursday or Friday night of BFW as the he/she will be introduced on the runway with his/her garment. On the night that you are not showing on the runway, your garment will be on display at the front lobby of BFW. Judging will take place on the runway and at the display at the front lobby. The top designs from each night will move onto Saturday night's “Fashion Finale” where the top 3 garments will be awarded prizes according to “**THE REWARD**” section below. The RDS is responsible for finding his/her own model for their designated night of BFW and possibly on Saturday if he/she is chosen. You are also responsible for styling the models look from head to toe.

This model can be male or female, any age. The only requirement is that the model meets the same specifications as our mannequin as your garment must be able to be on display as well as go on the runway on a live model. Applicants CAN be their own model. These garments must be made by using non-traditional materials. MOST materials can be used except for real fur, live plants, live animals, food or liquids. Please keep this in mind while creating your conceptual sketch. Media can be mixed (i.e.garbage bags, silly string, paper, etc). Items may be purchased or found. Each garment MUST be constructed so that it is sturdy enough to go down the runway on a live model.

THE RULES

The competition is open to all students in grades 6-12. Only ONE application per student. No group or team applications will be accepted. Applicants must follow all requirements of “THE CHALLENGE.” Garments that are created with fabric or sewn will automatically be disqualified. Example of eligible garment construction is glue, staples, tape, safety pins, paper clips, etc. Please remember that this years theme is the “Future of Fashion.”

THE REWARD

There will be a first, second, and third place winner. First place will win a cash prize, college scholarship, title of the 2016 Rising Design Star and editorial coverage in B-Metro magazine. Second place will win a cash prize and college scholarship. Third place will win a cash prize.

TO APPLY

Each applicant is required to submit the following:

1. A conceptual sketch of what you would like to create using the illustration provided below. Please keep in mind that this years theme is the “Future of Fashion.” Design what you see the “Future of Fashion” to be. It can be next year or 100 years from now.
2. An explanation of what inspired you to create your concept sketch in 75 words or less. This can be typed or hand written.
3. A sheet of paper showing examples of the materials that will be used to create your final garment based on the concept sketch. This example can be through pictures or actual materials. Please make note of what materials will be used where.
4. A completed application provided below.

Items 1-4 should be mailed to the address below. All these items must be received NO LATER than Monday, May 9, 2016.

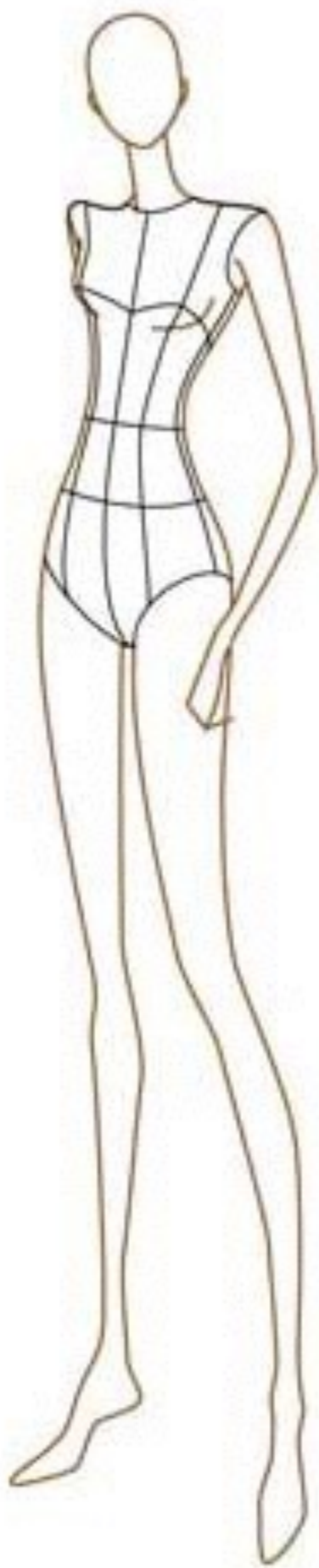
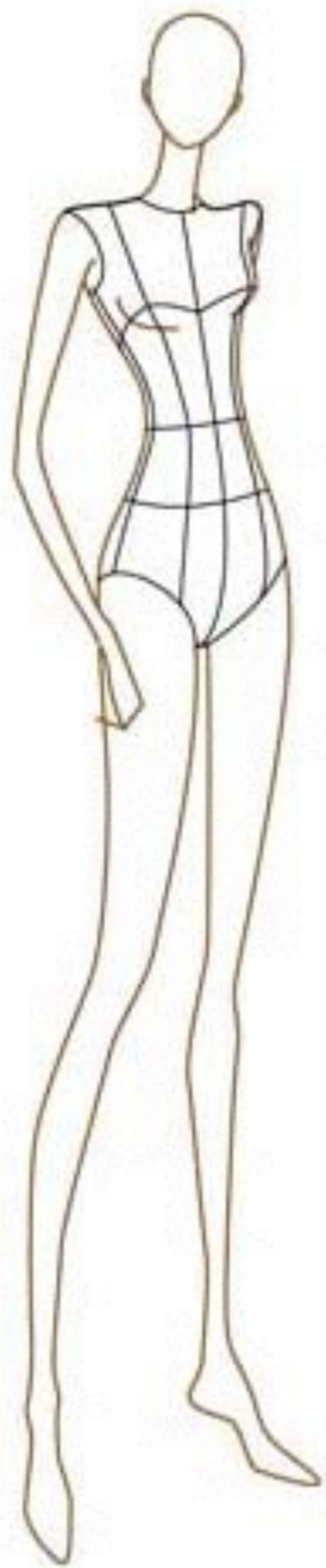
LET’S GET STARTED...

Please use the below illustration to sketch out your non-traditional garment concept. All designs MUST be submitted on the below form. Only ONE submission per student. No team or group designs. On a separate sheet of paper please share examples of the material that you will be using. **HAVE FUN and BE CREATIVE!!!**

Name:

Jr/High School:

Age:



2016 RISING DESIGN STAR CHALLENGE
RISING DESIGN STAR CHALLENGE APPLICATION

Name:

Age:

Jr./High School:

Hometown:

Instagram Name:

Facebook Name:

Email Address:

Phone Number:

Parent/Guardians Email Address:

Parent/Guardians Phone Number:

Explain your concept behind your sketch: (75 words max)

The following is required for submission: this application, provided illustration with your sketch, and images of sample materials *ALL required info must be RECEIVED NO LATER than Monday, May 9, 2016 in order to qualify for BFW 2016. Please submit competition requirements to the following by mailing them to :

Heidi Elnora Atelier

Atten: Rebecca Recke

2024 Morris Ave Birmingham, AL 35203

For questions about Birmingham Fashion Week, please visit our website:

www.bhamfashionweek.com

Please Note: If chosen as a semi-finalist, we will contact you directly by Monday, May 16, 2016.

Good Luck! The BFW TEAM