



TREND ALASKA

DESIGNER PACKET

Trend Alaska Fashion Show aims to showcase Alaskan artists and designers. The show is presented by the Trend Alaska Committee, which is made up of tourism industry representatives, and all of the shows proceeds go to support non-profit organizations throughout the state.

Designers are welcome to participate at any one of the four levels outlined in this packet. Trend Setters and above will be invited to sell their inventory during our post-show pop-up, and will also be asked to donate items to our silent and/or live auction.

Important dates:

- Application deadline: March 15, 2020
- Notification of acceptance to artists: March 30, 2020
- All garments received by Trend Alaska by: September 15, 2020
- Dress rehearsal: October 1, 2020
- Fashion Show: October 2, 2020

Your participation will require meeting event and designer deadlines. Additional deadlines may be added upon your application approval. If you are unable to meet these deadlines, your design will be excluded from the show.

Please know that designers are required to attend the event. Any travel accommodation expenses will be the responsibility of the designer unless otherwise specified by Trend Alaska.

Requirements:

- Applicants must be 18 or older.
- Entries must be the exclusive work of the applicant.
- All pieces must be wearable objects to be modeled on a runway.
- All Models will be provided by Laura's Modeling and Talent Agency, without exception.
- Artists must adhere to all state and federal laws regarding the harvest and use of any animal products.
- Trend Alaska reserves the right to consider Alaskan Artists over other applicants.

Selection Process:

Trend Alaska Committee will review all images submitted with the applications and select fashion designs based upon the originality and quality of the design. The committee reserves the right to reject pieces upon receipt that do not reflect the quality or work portrayed in photographs or digital images.





Design Requirements:

- All entries must be full-looks. All artists must enter at least three full-looks to be considered.
- This fashion show is for both male and female form. Please consider this when completing your application.
- This fashion show is focused on adult-fashion. Items for children under 16 will not be considered.
- All designs must be labeled by the artist to ensure that they are returned correctly.
- Artists misrepresenting themselves or their fashion will be disqualified from the show.

Artists are required to complete and submit the standard application form (below) along with all supporting documentation (listed below). Any information provided in this application, including bio, artist photo, and images of designs may be used for promotional purposes. **Incomplete applications will not be accepted. Please read application and waiver entirely before submitting your entry.**

Selected designers will be responsible for a \$100 participation fee, upon application approval. Payment processing information will be provided at that time.

DESIGNER OPPORTUNITIES

TREND SETTER

- 3 - 6 Complete looks in show
- Photo, bio and store logo in program
- Complimentary station to sell products
- Complimentary admission for 1 guest
- Contribution to silent auction must meet or exceed \$150 in total value.

INFLUENCER

- 6 - 9 Complete looks in show
- Photo, bio and store logo in program
- Complimentary station to sell products
- Complimentary admission for 1 guest
- Contribution to silent auction must meet or exceed \$250 in total value.

EXPERT

- 9 - 12 Complete looks in show
- Photo, bio and store logo in program
- Complimentary station to sell products
- Contribute one custom item for live auction valued at \$500 or more.
- Complimentary admission for 1 guest
- Accommodations provided for designer evening of September 27th at the Aspen Hotel
(limit one room per designer)





DESIGNER APPLICATION

Designer/ Artist name: _____

Company Name (if applicable): _____

Address: _____

Phone number: _____

Website: _____

Years in business/design: _____

With this signature, you acknowledge that you have read and understand the requirements above. This signature also acknowledges that you or a brand representative will be required to attend both the dress rehearsal and event in their entirety, should you be selected to participate in Trend Alaska 2020.

(signature)

Participation Level: (Circle one)

Chic

Trend Setter

Influencer

Expert

Please provide the following with your application:

- Artist/designer biography.
- Artist/designer headshot.
- Designer or business logo if applicable.
- Pictures or sketches of the looks you plan to showcase with this application. Keep in mind, production of looks must be finished before September 15, 2020.
- A description of each look you are providing for emcee introduction.
 - Please provide garment measurements in each description (Bust, Waist, Hip) If your garment requires a Height and shoe size specification, please provide this as well.

All applications need to be returned to the Trend Alaska committee by. Applications may be emailed to trendakfashion@gmail.com.

Please remember: Designers who are selected to participate in the Trend Alaska Fashion Show 2020, will be required to pay a \$100 participation fee.

