



## **FASHION DESIGN APPLICATION INFO & GUIDELINE**

---

**APPLICATION DEADLINE: DECEMBER 22 (early deadline) FINAL DEADLINE: JANUARY 22 (late entry)**

**SUBMIT APPLICATIONS ONLINE**

<http://fashionarttoronto.ca/apply/submit-work/>

**FOR MORE INFO:**

[www.fashionarttoronto.ca](http://www.fashionarttoronto.ca) [vanja@fashionarttoronto.ca](mailto:vanja@fashionarttoronto.ca) 647-834-0061

### **ABOUT FASHION ART TORONTO**

Fashion Art Toronto celebrates inventive and contemporary expression through 50+ runway shows, performances, fashion films, photography exhibits and art installations. This annual multi-arts fashion event, held every April, features 100 Canadian and International fashion designers and artists each year and welcomes over 5,000 guests; including buyers, curators, the media, and fashion and art lovers in general.

### **VENUE**

Fashion Art Toronto will be held at Daniels Spectrum – a cultural hub in Toronto’s downtown east neighborhood. 15,000 square feet will host runway shows, exhibitions, installations, social spaces and backstage areas. The stunning space features 50-foot high ceilings and an 80-foot long runway as well as multiple project spaces featuring artist interventions, photography exhibitions and fashion installations.

### **EVENT OBJECTIVES**

- Present inventive, creative and contemporary fashion design and art
- Have an intelligent, conceptual and emotional point of view
- Encourage experimentation and play
- Introduce new ways of looking at fashion
- Emphasize the relationship between fashion, art and performance
- Gain public and media awareness of progressive and promising creators

## **PARTICIPATION CRITERIA**

---

To be a participant at Fashion Art Toronto as a designer you have to meet ONE of the following criteria:

1. Incorporate a performance element into the presentation of your show – i.e. live music, dance, artistic performance or creative model presentation.

or

2. Have a strong visual component in the presentation of your show – i.e. video, graphics, or interesting lighting design.

or

3. Present an avant-garde or conceptual fashion collection - i.e. fashion collections that have a strong message, story or concept behind the design and collections that are experimental, cutting edge, artistic or incorporate new materials and forward concepts.

## **RUNWAY PARTICIPATION FEES**

---

**\$85 per look featured on the runway** (i.e. 10 outfits = \$850, 15 outfits = \$1275, 20 outfits = \$1700 etc.)

- A fee will be charged upon acceptance for each look that will be featured on the runway. This fee goes towards the production of your runway show and includes; The space, rehearsals, make-up & hair, models, tech & lighting and promotion
- A minimum of 10 looks must be shown to participate.
- *(Do not submit the participation fee with your application. Selected designers will be asked to pay the fee upon acceptance into the festival)* The number of looks you are presenting will determine the length of time allotted for your runway show: 10 Looks = Approx. 6min to 8 min 12 Looks = Approx. 7min to 10 min 15 Looks = Approx. 9min to 12min 20 Looks = Approx. 12min to 17 min

## **STYLING FOR YOUR RUNWAY SHOW**

---

Please make sure you have a strong and cohesive styling vision for your show. As part of your participation at Fashion Art Toronto, it will be mandatory to consult with one of our staff stylists who will help guide you towards a cohesive presentation and will advise you for accessories to compliment your line and the overall visual presentation of your show.

## **OTHER IMPORTANT DEADLINES**

---

**Please prepare for the following deadlines in advance**

**Feb. 23<sup>rd</sup>** - Payment for your collection presentation is due

**March 20<sup>th</sup>** - Runway show materials to be received by this deadline. This includes; show instructions, music (mixed), logos for projection or video for projection. Late materials past this deadline will be charged \$50 late materials fee

## **ADDITIONAL INFORMATION**

---

- All applications must accompany required materials and be submitted. The support material you submit (bios, description and promotional images) are included on your online profile at <http://fashionarttoronto.ca>
- **Please make sure to provide high quality promotional images. The promo images you include are also sent to the press to promote your line, and are often published in various publications and websites, so please send us your best shots (editorial style photos featuring your collection are preferred)**
- Fashion Art Toronto will provide the space in which work will be presented and will promote designers to the media through our event press releases and on our website.
- All additional promotional material that the designer chooses to include such as press packages and invitations relating solely to his/her collection shall be produced and provided by the designer.
- It is the responsibility of the designers to provide all outfit(s) and appropriate accessories, including shoes for models.
- Fashion Art Toronto will provide a selection of models to choose from. Designers may however, choose to use their own models for the runway presentation if they have a particular esthetic they want to convey.
- Rehearsals for runway shows are mandatory and are included in your application fee. Rehearsals will be scheduled in the afternoon of your show.
- As this is an 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.
- Successful applicants will be notified by end of January/ mid February by email