

2015
URBAN
COUTURE

CREATE. DESIGN. INNOVATE. MAKE

Fashion Designer Expression of Interest

ENTRIES CLOSE 14 NOVEMBER 2014

SAN CORA (TEXTILE DESIGN)
MARINA 2013 SUSAN TRAN

PHOTOGRAPHY: CAITLIN WORTHINGTON
STYLING: EMMA BERGMEIER-VARIAN
BEAUTY: SAM ENTICKNAP
MODEL: MIA POKLEPOVICH
TOP: MEG-ISABELLA
SKIRT: SAN CORA
JEWELLERY: SEAWOLF DESIGN

URBAN COUTURE

1-30 March 2015

Urban Couture is a dynamic fashion program that aims to support the Western Australian Fashion industry and bring fashion designers, photographers, textile artists and creative business entrepreneurs into the northern corridor of Perth. Now in its fifth year, Urban Couture has become a leading program in the Perth fashion calendar as it celebrates Western Australian designers who are challenging traditional forms of garment and exploring new technologies in fashion. It highlights students and emerging designers who are challenging the conventions and public perceptions of these disciplines by placing work within exhibitions, industry and performance environments.

Urban Couture will explore the relationship between garment and body, highlighting local and national trends and the cultural significance and practice of fashion design. This program will appeal to creative, motivated people with a keen interest in fashion and a zeal for contemporary design.

IMPORTANT DATES

14 November 2014

Designer applications close

15 January 2015

Designer participation confirmed

1 – 30 March

Urban Couture program

2 March 2015

INflate EXflate Exhibition Opening

13 March 2015

Networking High Tea and Launch at the Breakwater

18 March 2015

Urban Couture Graduate Capsule Showcase

28 - 29 March

Joondalup Festival weekend fashion tableaus

28 - 29 March

Joondalup Festival weekend fashion photography exhibition

CALLING FOR SUBMISSIONS

The Urban Couture program engages a variety of creative disciplines, including but not limited to: stylists, graphic designers, professional photographers, musicians, performing artists, textile designers, models, hair and make-up artists, fashion illustrators and visual artists.

Urban Couture is seeking Western Australian student and emerging designers to present runway collections for the 2015 program.

Selected designers will be invited to show independent or capsule shows in the following categories:

- Networking High Tea and Launch
- Urban Couture Western Australian Graduate Capsule Showcase (for student designers only)
- Joondalup Festival weekend fashion tableaus (live fashion displays)

Runway and display locations will be advised upon selection.

Designers are invited to submit 8 – 20 looks in each collection.

Urban Couture will provide complete show production, runway models, hair and makeup stylists, front of house, backstage facilities, BOH team and Project Manager. Urban Couture designers will be promoted through the marketing campaign including national press advertising, print media, official program, social media, public relations and online strategies.

There is no participation fee for designers.

Interested designers must complete the online application form available from the City of Joondalup [website](#).

SELECTION CRITERIA

An independent selection panel will convene to select the designers who will be invited to participate in the program. Preference will be given to work that meets the selection criteria according to the panels recommendation. Canvassing of Elected Members will disqualify potential participants from selection and selection of works is at the City's discretion.

Selection criteria:

1. High-quality (particularly if designs are unique, couture, original or hand-made).
2. Innovative use of materials, garment construction or silhouette.
3. Conceptual works that challenge traditional expectations of garment, cloth and the body.
4. Designed or made locally (highly desirable but not required).
5. Professionally presented.
6. Suitable for the target market and cultural profile of the program.
7. Collections that are wearable art (not deemed ready-to-wear).

The program aims to support emerging and student designers. Definitions of student and emerging designers are provided below:

Students designer = A person studying fashion design, textiles or visual arts in a tertiary capacity in Western Australia.

Emerging designer = A person who has completed fashion studies and has no more than 3 years industry experience.

TERMS AND CONDITIONS

The terms and conditions for registration are detailed below. All entrants must agree to comply with these terms and conditions in order to enter. Terms and conditions are subject to change at the discretion of the City. Further terms will be supplied to successful applicants with confirmation of acceptance.

Applications

- 1) Participation in this event is deemed acceptance of the terms and conditions of entry.
- 2) Designer applications for Urban Couture are free of charge.
- 3) The applicant undertakes that the garment/s submitted are the applicants own work. Applicants are not expected to design new garments for Urban Couture and are permitted to showcase garments from past collections.
- 4) Multiple entries are permitted, subject to the following: (a) each entry must be submitted separately and (b) each entry must be substantially unique.
- 5) Applicants must send look books for each collection submitted with applications.
- 6) Application forms must be received by **14 November 2014**. The City will not be responsible for any late, lost, misdirected entries, or incomplete or incorrect entrant contact details.
- 7) All applications, including photographs, submitted become the property of the City. The City is entitled to use any of the applications submitted for any purposes at its discretion, including for any future promotion, marketing and publicity purposes.
- 8) Each applicant warrants to the City that model permission has been given to publicly show any photographs submitted as part of the application.

Delivery and Collections

- 9) Designers are responsible for delivery of garments and accessories to the runway venue and collection of garments and accessories immediately after each runway show. Location maps will be provided closer to the event.

Equipment and Staging

- 10) The City will provide full staging and production as required. Music will be provided for all runway shows.
- 11) Backstage facilities including mirrors and clothing racks will be provided. Please note that exclusive access to this equipment cannot be guaranteed. Should additional equipment be required, it is recommended that designers provide at the event.

Models

- 12) Models will be provided for designers. Model selection will be at the discretion of the City.

Hair and Makeup

- 13) Hair and makeup stylists will be provided for designers. Designers will have the opportunity to provide styling preferences, however, final hair and makeup direction will be at the discretion of the City.

Copyright, Insurance and Legalities

- 14) In the occurrence of unforeseeable circumstances, the City of Joondalup reserves the right to cancel the event.
- 15) The City will not be liable to any entrant for loss or damage to any garment or article. In the event of a claim, an insurance excess will apply for which the City will not be liable.
- 16) Photographs taken during Urban Couture and the Joondalup Festival by a certified photographer may be used by the City for promotional or archival purposes and by participating models for portfolio purposes.

Event Information

- 17) Further information including run sheet, access details and venue maps will be provided at a later date, should the applicant be successful.



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Connect with the City



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