Urban Couture 2020
Fashion Designer Expression of Interest
Entries close Friday 20 December 2019
Urban Couture is a dynamic creative 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 tenth 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 is an annual celebration of fashion, culture, and business for everyone to enjoy. The program inspires and connects designers, retailers, and shoppers who keep the Western Australian fashion industry alive. 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.

The theme for 2020 is Western Australian Born and Bred.

Important dates

20 December 2019: Designer applications close
31 January 2020: Designer participation confirmed
13 April – 10 May 2020: Urban Couture program
15 April 2020: Designer Capsule Runway Show

Call 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 2020 program.

Designers are invited to submit 5 – 15 looks in each collection. There is no participation fee for designers.
Who can apply

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

Student 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 three years industry experience.

How to apply

Interested designers must complete the online application form available from the City of Joondalup website joondalup.wa.gov.au

Why be involved?

Delivered by the City of Joondalup the program exists to showcase, celebrate and amplify the fashion industry locally and globally. There are several reasons why you should express interest in being involved:

• The program is renowned for discovering and showcasing emerging Australian fashion design talent
• The program invites graduates and emerging designers from around Australia to submit applications for selection to this high-profile event
• Selected participants receive invites to industry events and the opportunity to network with other guests
• Urban Couture provides talented fashion design graduates the opportunity to have their collections presented in a Festival produced runway show before fashion industry professionals, media and consumers

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 panel’s recommendation. Canvassing of Elected Members will disqualify 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)
8. The applicant’s submission demonstrates a unique vision, excellence in design and fashion innovation
9. The collection is produced with a high level of production quality and attention to detail
10. The applicant demonstrates the potential to contribute to the future growth of the Australian fashion industry

What is provided?

Runway show production
Urban Couture will provide complete show production, runway models, hair and makeup stylists, front of house, backstage facilities, BOH team and Project Manager. Designers may invite family and friends to the runway showcase.

Marketing
Urban Couture designers will be promoted through the marketing campaign including state-wide advertising, print media including an official program of events, social media activity and public relations.
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 of Joondalup. Further terms will be supplied to successful applicants with confirmation of acceptance.

Fashion Designers

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 20 December 2019. 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 of Joondalup. The City is entitled to use the applications submitted for any purposes at its discretion, including future promotion, marketing and publicity purposes.
8. Each applicant warrants to the City of Joondalup that model permission has been given to publicly show 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 of Joondalup 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 of Joondalup 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 by a certified photographer may be used by the City of Joondalup 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.