



## **AFA AVANT GARDE FASHION DESIGN CHALLENGE FOR A CAUSE**

**ALABAMA FASHION ALLIANCE | FASHION WEEK ALABAMA 2018**

**FASHION ON 7<sup>TH</sup> | FEBRUARY 28 – MARCH 3**

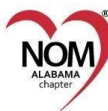
### **ABOUT THE AFA AVANT GARDE FASHION DESIGN CHALLENGE**



This Avant Garde Fashion Design Challenge has been created by the **Alabama Fashion Alliance (AFA)** and targets both emerging and established designers across the United States. ***The Challenge is scheduled for Friday, March 2, 2018.***

The Avant Garde Fashion Design Challenge is two-fold; to create a platform for amazing fashion design talent, and to bring awareness to Alabama's rising numbers in drug abuse. To this end, AFA has chosen to make a donation to the charity, *Not One More Alabama*, during its 2018 *Fashion Week Alabama*.

#### **The Charity: Not One More Alabama**



**Not One More's** main purpose is to educate families about the hazards of heroin and other drug abuses, in effects to prevent the ultimate devastation, death. Not One More also assists those struggling with addiction, providing paths that lead to recovery and peace. More information

can be found here - - <http://www.notonemorealabama.org>.

### **REQUIREMENTS FOR THE DESIGN CHALLENGE**

Designers must have a keen eye and passion for design. There is not an age requirement, however designer must be able to complete their avant garde design from start to finish, showing an above average level of design knowledge, skill and creativity.

#### **1 WINNER WILL RECEIVE**

- \$250 Visa Gift Card
- Trophy
- Video & Photo Coverage (day of show)
- Newspaper Article
- Spread in AFA's LookBook Magazine

**Note:** The Winner, along with 2<sup>nd</sup> and 3<sup>rd</sup> place contestants, will have their design featured on a model, on the runway at the finale show on Saturday, March 3. 2<sup>nd</sup> and 3<sup>rd</sup> place recipients will also receive a trophy, photo & video coverage, and AFA LookBook Magazine Feature. Note: A "People's Choice Award" will also be presented.

## **MATERIALS FOR DESIGN CHALLENGE**

A variety of materials are suitable for the challenge - - all types fabrics/textiles, plastic, paper, metal, wire, string, rope, chain, trims, etc. Coordinating head pieces and shoe designs can also be included in the overall avant garde design presentation. Repurposed clothing & fabrications may be used, but must not exceed 20% of the totality of your garment design entry.

Design entries should take us somewhere we haven't been. Into a world that is experimental, radical and unorthodox. A dimension that dares to defy the boundaries of fashion, and creates a work that is unique and innovative - - rejecting the ordinary and nurturing originality.

## **PLEASE NOTE THE FOLLOWING**

- Stay away from offensive and/or politically charged designs and references
- Materials used for design must not present a health or injury hazard for wearer or to show attendees
- Any entry not following the provided guidelines can/will be disqualified at the discretion of the Alabama Fashion Alliance's Director, AFA Leadership Team, and/or Judges.
- Have a blast creating!

## **HOW TO APPLY**

### **Round 1: Concept drawing**

Submit a concept stage drawing of your design for review, submitting by December 15, 2017. Entry Fee is required with your submitted drawing. Entry Fees are non-refundable

### **Round 2: Bring your Concept to Life**

Create and construct your design and submit a photo of the front and back, along with any accessories, on or before January 31, 2018. This gives you approximately 3 months to create your design masterpiece! Contestants can fine-tune design in preparation for final judging (Round 3), but design must not exhibit extreme alterations/visible reconstructs. This will be grounds for disqualification.

### **Round 3: Final Judging**

Garments will be displayed on dress forms for final judging on *Friday, March 2, 2018*. Participants must deliver their design to the event venue by 12noon on Friday, March 2. All participants will be responsible for the transportation of their garment design and will provide their own form for display. Winners will be announced Saturday evening, March 3, at the 2018 Fashion Week Alabama Finale Runway Show. The top-3 designs (includes the winning design) will be modeled on the runway at Saturday's Finale Runway Show.

*Judging for the Avant Garde Fashion Design Challenge will be Friday evening, March 2, at the VIP Mixer.*

## **Judging Criteria**

The best designs are selected based on form and function; the designs are considered for their degree of innovation, aesthetic qualities, choice of materials and fabric, realization techniques and sustainability criteria.



## **AFA AVANT GARDE FASHION DESIGN CHALLENGE**

**2018 FASHION WEEK ALABAMA | FEBRUARY 28 – MARCH 3 (Challenge, March 2)**

**ENTRY FEES - \$50/Professional | \$25/Student (non-refundable)**

### **DESIGNER'S INFORMATION**

Full Name: \_\_\_\_\_ Age \_\_\_\_\_

Parent/Guardian (if under 18) \_\_\_\_\_

Company/School: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email: \_\_\_\_\_ Website \_\_\_\_\_

Social Media Sites \_\_\_\_\_

Office Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell phone \_\_\_\_\_

Describe the inspiration for your design \_\_\_\_\_

\_\_\_\_\_

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**Please email logo to [alabamafashionalliance@gmail.com](mailto:alabamafashionalliance@gmail.com)**

***Checks payable to "Alabama Fashion Alliance"***

\_\_\_\_\_ **Payment enclosed**

\_\_\_\_\_ **Invoice me via Paypal**

**Mail to:**

**| Alabama Fashion Alliance @ Huntsville West |  
| 3001 9<sup>th</sup> Avenue SW | Huntsville, AL 35805 |**

**-PLEASE REMEMBER TO INCLUDE  
THE SKETCH OF YOUR AVANT GRDE DESIGN WITH APPLICATION-**