

LINK TO REGISTER:

<https://vafashionweek.net/art2wear.html>

Art2Wear Design Competition

For 2021, VA Fashion Week presents the Art2Wear design competition. Unlike past competitions, this event combines a runway presentation with a social media presentation, as we realize that social media has become a crucial part of the business of fashion. We are excited to be working with actor/director/producer and social media expert Michael Copon and Copon Studios for this event!

Rules & Regulations

1. Competition is open to amateur and professional designers of all ages. Designers must be present at the competition to be held on Saturday October 23. Any designers under 18 must be accompanied by a parent or guardian.
2. Each contestant will create one garment for the competition made entirely of unconventional or recycled/repurposed materials. No purchased fabric is allowed, if fabrics from old clothing or household items are used, they must be completely reconstructed, not “upcycled”. Use of unconventional materials (non-cloth) is encouraged.
3. Contestants will document the process, by sharing photos of materials used and making social media posts.
4. Contestants will each select a model to wear the clothing in the social media photographs and on the runway. Model may be a friend of the contestant or a professional model. Any contestant wishing to hire a model from Splash Model management can contact ann@splashmodel.com. We can arrange for a free consultation with the model, if both parties agree, contestant can hire model. Flat rate of \$100 includes one fitting prior to event and actual event.
5. Contestants will be judged on 3 areas:
 - a. Creative Use of Materials – Contestants will provide a list of materials used as well as photos of before & after. Materials photos should be emailed in .jpg format to splashvafw@gmail.com and any social media posts include #vafw_art2wear
 - b. Social Media presentation – Contestants will take photos and/or video at Michael Copon Studios at 4pm on Oct. 23 as well as document the creative process. Photos may be loaded to Instagram, TikTok, Facebook and/or Twitter, the more platforms used the better! All photos from the event at Copon Studios must include the IG tag @coponstudios and hashtag #vafw_art2wear.
 - c. All contestants are encouraged to promote the event on their social media. Posts must be tagged @coponstudios and #vafw_art2wear
 - d. Runway Presentation – Models will walk the runway wearing the completed garments. Runway presentation will begin at 5pm on October 23 @coponstudios.
6. There is a one-time registration fee of \$20 per entry. All entrants who wish to attend VA Fashion Week day of designers on October 24 will be able to apply that fee to ticket price.
7. The five finalists will be invited to show their garment at the VA Fashion Week designer showcase on October 24. The one winner will receive a prize package TBD.