



Congratulations on your participation in the tenth annual Prêt-A-Porter fashion event!

Friday May 12th, 7:00 PM
EXDO
1399 35th Street
Denver, CO 80205

This document should answer most of your questions about design, materials, and event logistics including:

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|-----------------------------------|--------------------------------------|
| 1. Design Teams | 6. Critical Dates |
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► Design Guidelines

Each Design Team will be comprised of up to five members plus a model. We encourage the model to be an integral part of the team and someone with your firm or manufacturer. No hired professional models.

The intent of the event is to showcase your manufacturer's product by using it in a unique and creative way. Look to media coverage of the couture and ready-to-wear fashion shows in New York, Paris, London and Milan for inspiration.

Fabrication of the materials into a garment is the responsibility of the design team. We encourage your team to sew and assemble your creation using your own methods. With that said, however, you are allowed to have a seamstress outside of your team help you assemble your garment. This cost would be the responsibility of the design team. However only 10% of the entire garment can be sewn or fabricated by someone outside of your team.

► Manufacturer Guidelines

The manufacturer's only responsibility to the team is to supply the materials for the construction of the garment. The manufacturer is not required to help fabricate the garment; however, with past events, the most successful entries have featured collective collaboration between the design team and the manufacturer and pushed materials to perform in new ways. There are typically many components in any given material that can be used in very creative ways.

Remember that your manufacturer is not only donating time and money in materials to your design, they are also donating money to sponsor this event. We understand the hard work you will put into creating your design, but as

a courtesy, we ask that you not take advantage of your manufacturer's kindness. The challenge of great design is working within your budget.

- a. Use only running line materials (i.e. no custom colors or patterns)
- b. Request materials with enough advance notice. Check with your vendor regarding lead times.
- c. Stay with materials that are from reasonably priced product lines. Talk with your product partner about what they can provide.
- d. Request only the amount needed for your Design Team's garment. Mockup the garment with an inexpensive material first rather than ordering extra material to account for errors.

► Judging Criteria

Your design will be judged on wearability, craftsmanship, use of manufacturer's materials, use of sustainable products, creativity, and model presence on the runway.

The theme for 2017 is **Haute (and Hat) Couture**: This is intended as a guideline to encourage teams to think with fashion forward approach, in both design and use of materials.

Haute couture French for "high sewing" or "high dressmaking" or "high fashion" is the creation of exclusive custom-fitted clothing. *Haute couture* is high end fashion that is constructed by hand from start to finish, made from high quality, expensive, often unusual fabric and sewn with extreme attention to detail and finished by the most experienced and capable sewers, often using time-consuming, hand-executed techniques. *Couture* translates literally from French as "dressmaking" but may also refer to fashion, sewing, or needlework - Fashion-Era and is also used as a common abbreviation of *haute couture* and refers to the same thing in spirit. *Haute* translates literally to "high". A haute couture garment is often made for a client, tailored specifically for the wearer's measurements and body stance.

In creating the garments, teams are required to create a fashionable, **haute couture** headgear of any kind to don their model. Millinery from a simple fez to crown to headdress will satisfy this requirement. The hat should be made of 80% of the manufacturer's material.

Headpiece: an ornamental, ceremonial, or traditional covering for the head.

Fascinator: The noun **fascinator** has long had an association with headgear and in the 19th and early 20th centuries a **fascinator** referred to a lightweight knitted or crocheted headscarf as evidenced in various novels of that time. It seems that the word comes from the Latin "fascinatus" meaning "to bewitch, or cast a spell on".

Hatinator: Since the 1990s the term refers to a form of formal headwear worn as an alternative to the hat; it is usually a large decorative design attached to a band or clip, sometimes incorporating a base to resemble a miniature hat, in which case it may be called a **hatinator**.

Bonnet, cap, chapeau, lid, bowler, headdress, beret, busby, headgear, hood, headpiece, homburg, fez, visor, bearskin, derby, turban, crown, Stetson, fedora, millinery, babushka, bandana, tiara, top hat, cavalier, keffiyeh, shako, straw hat, sunbonnet, etc...

While some material categories are of a nature that will not allow them to be made into wearable fashion without other "connective" pieces, you must clearly feature the manufacturer's products.

To receive additional consideration from the judges, a portion of your design should incorporate sustainable materials. Materials could have attributes such as high-recycled content, third party certification, low VOC's, etc. These should be listed on your concept sketch. Your product partner will be able to suggest appropriate products.

► Prizes

Prizes will be awarded for the following categories and mailed after the event to the Team Captain

- **Best of Show:** \$1,250 prize
- **Professional:**
 - First Place \$750 prize
 - Second Place \$500 prize
- **Student:**
 - First Place \$250 prize
 - Honorable Mention \$125 prize
- **Most Wearable** \$500 prize
- **Best Use of Hard Surface Materials (i.e. veneer, linoleum etc.):** \$250 prize
- **Best Use of Soft Surface Materials (i.e. textiles, carpet etc.):** \$250 prize

► Tickets

Ticket prices will be:

- \$15 student, IIDA Member
- \$20 student, non IIDA member
- \$40 IIDA member
- \$55 non IIDA member

For premier seating, **add \$10 per ticket price**. Limited premier seating will be available on a first come, first serve basis. Tickets will **NOT** be available at the door. Tickets will be available on-line at www.iidarmc.org. Additional fees may be added to the base ticket price upon confirmation of ticket brokerage firm.

More information regarding ticket sales and pick-up information will be distributed as the event approaches. Please check your email and the IIDA RMC website (www.iidarmc.org)

WE EXPECT TICKETS TO SELL OUT!

Tickets will **NOT** be available at the door. Everyone needs to have a ticket in hand to enter the venue. This will be strictly enforced.

If you are a design team, manufacturer or sponsor you will receive the following complimentary tickets:



- **Design Team** – each team member will receive a t1 ticket (The model does not require a ticket)
- **Manufacturer Sponsor** –1 ticket

Plan to pick-up the **complimentary tickets** (teams, manufacturers and event sponsors) by Friday, before the event. Any tickets not picked up by this time will be forfeited. Ticket pick-up location will be announced in March 2017 and will be during normal business hours only.

More information regarding ticket sales and pick-up information will be distributed as the event approaches. Please check your email and www.iidarmc.org for more information.

► Critical Dates

Friday, March 10th

The following needs to be a high resolution .jpg file. Upload instructions will be emailed to the team captain prior to the deadline.

- **Concept** – two to three words that inspired your design (i.e. “Alluring Lights of Paris”)
- **Final Team Name** – final list of Team Members for ticket distribution
- **Sketch** – a simple drawing of your design. Include *your company name, the manufacturer and a list of the sustainable materials that were used.*
- **Logos**- Include high-resolution, digital logos for *both the design team and the manufacturer.*
- **Make-up Map**
- **The concept and sketch** - are critical. They determine the order on the runway and are included in an overview manual for each judge.

Monday, April 10th

Runway order and report times will be emailed to team captain.

Wednesday, April 12th

Team “Process” package will need to be emailed to pretaporter@iidarmc.org

The intent is to showcase more information about the process that design teams endure, transforming abstract materials into high fashion. We want to showcase product materials, and design team process to advocate a great message about our entire industry.

- 5-10 high resolution .jpg files (photos) showing your design process
- Return Questionnaire Form (To be emailed to team captain)

Tickets go on sale at www.iidarmc.org.

Date to be determined and email notification will be sent in advance.

MANDATORY Dress Rehearsal

At the EXDO – **Thursday, May 11th, 5:30-9:30 (official schedule of this evening TBA).**

It is critical that your model participates in this rehearsal and failure to do so *may disqualify your team.*

To expedite the rehearsal, we request that only the team captain and model attend this event. This is a full dress rehearsal, so be prepared to wear *your garment*. **Garments can be left at EXDO.** Should this be a cause for concern for you or your team please contact a committee member for additional information. Garments must be fully complete and cannot be modified after the Dress Rehearsal night. Teams that make obvious modifications to garments risk disqualification.

Friday, May 12th

Runway Show, EXDO. Doors open at 7:00 PM. (VIP Early Access TBA)

► **Model Information**

Here is a progression of the event from arrival to the winner ceremony.

Arrival

Model arrival times for hair and makeup are TBD and stagger throughout the afternoon. To keep on schedule, it is very important that you and your team captain arrive promptly for your assigned time.

All other team members should plan to arrive when the doors open at 7:00 pm. Team Captain will require a ticket to enter the venue.

Due to spatial constraints, only the model and your team captain are allowed backstage. Please don't ask your friends, family or other team members to join you backstage or before doors open at 7:00 pm.

If you choose to do your own hair and makeup, please make a note of this on the design concept and sketch due on Friday, March 10th. You still must submit your sketch for pre-judging purposes.

Pre-judging

Beginning at 5:45 pm, models will report to the pre-judging area. This is a chance for the judges to briefly preview the entries up close and an opportunity for each team to showcase the design intent, craftsmanship and materials used. Judges will have copies of the team's sketches, concepts and materials. Models and/or Team Captain's should be prepared to answer questions and highlight unique features of their garment. Models not utilizing the make-up and hair service are required to check-into the event by 5pm. **No exceptions.**

► **The Event**

Models will begin lining up at 7:15 pm. Look for a volunteer to help manage the order (as assigned at dress rehearsal) and flow. Once you have lined up, stay in original order. A volunteer will direct the models on and off the runway. The name and logo of your firm and manufacturer will be presented via visual display. After exiting the runway, again, please stay in order for the final walk-through. In order to give the judges and audience one last look at your fashions before the final judging, your model will do a quick walk down the runway, past the judges and return backstage.

Winners will be announced at approximately 9:00 pm. When the result is read, the model and team are invited on stage to accept their prize..

DON'T WORRY! SHOW DETAILS WILL ALL BE COVERED IN MORE DETAIL AT THE DRESS REHEARSAL!

► **Frequently Asked Questions**

Can a design team use a material other than that which they were assigned?

Yes, but remember your garment **MUST** be 80% composed of the vendor's materials. There should be no question as to what material was assigned to your team.

Is the Manufacturer Sponsor required to construct the Design Team's fashion?

No, only if they choose to. The only responsibility the manufacturer has to their Design Team is to provide materials.

Will there be an open bar?

No. This year's event will be a cash bar. Have fun, but as always, drink responsibly.

May the model take part in the cocktail reception before the event?

For the safety of your model, we ask that they abstain from alcohol before the event. Additionally, your model will be busy meeting with the stylists and the judges prior to the show

What happens to the garment after the event?

Please take your garment and all accessories with you the night of the event. Anything left in the venue will be discarded.

Can I use my pet on the runway?

Live animals are not allowed at EXDO. This means that you can not use snakes, dogs, cats, goldfish etc. as part of your design or presentation.

What if I have additional questions?

Visit: www.iidarmc.org/2017-pret-porter/

Email pretaporter@iidarmc.org

Pret-a-Porter Committee:

CO-Chair	Jennifer Linde-Wilson, Daltile	Jennifer.wilson@daltile.com
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Model Coordinator	Nancy Stelljes, Lantz-Boggio	nstelljes@lantz-boggio.com
Team Coordinator	Rachael Clendenning, Humanscale	rachaelc@humanscale.com
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Venue/Décor	Harmony Bishop, LG Hausys	hbishop@lghausys.com
Graphics/Communications	Lindsey Salazar, RNL	Lindsey.salazar@rnldesign.com
Catering Coordinator	Tess Jackson, Stir Denver	Tess@StirDenver.com
AV/Photography	Jamie Benallo, Sink Combs Dethlefs	Benallo@sinkcombs.com
Sponsor Coordinator	Ashley James, Design Lines	amjames.design@gmail.com
Look Book/Rehearsal	Jan Wilhelm, Tarkett	Janet.Wilhelm@tarkett.com

Most Importantly – Thank you for your involvement with Pret a Porter! Without you, this event would not be possible! Let's make it another great show!