



STYLEAID 2009 - EMERGING LABEL/DESIGNER EXPRESSION OF INTEREST

SELECTION PROCESS

1. To be eligible for this event you must meet the following criteria
 - Have been designing the label you are submitting for no longer than two years.
 - Have designed and sold at least one commercial range.
 - **OR** be in process of launching Spring/Summer 09-10 (this specifically applies to 08 Graduate students).
2. Submit the following:
 - Look book from current or previous collection.
 - **OR** some form of visual reference of current or previous collections.

NB: VISUALS ARE IMPORTANT THESE WILL BE USED TO SELECT DESIGNERS FOR THE SECOND ROUND SHORT LIST.

 - Personal and label Bio
 - List of current stockists if available.

CLOSING DATE FOR EOI - 5 pm, TUESDAY 24 MARCH 2009

ALL EXPRESSIONS OF INTEREST MUST BE CLEARLY MARKED WITH;

- YOUR NAME AND
- EMAIL DETAILS

DELIVER TO:

'EMERGING DESIGNER' STYLEAID 2009
c/o MARK REID
THE WA AIDS COUNCIL
664 MURRAY STREET
WEST PERTH

LATE ENTRIES WILL NOT BE ACCEPTED

3. Submissions will be assessed immediately and you will be informed by email on Friday 27 March as to whether you have been successful or unsuccessful. If unsuccessful you may collect your submission from The WA Aids Council as of Monday 30 March.
4. From first round submissions we will select a 'short-list' of designers who will be invited to attend an interview to show to a panel of judges a selection of 5 bodies of work of their most current collection of garments on the evening of **Wednesday 1 April** commencing at 5.30 pm.
The panel for 2009 will consist of
 - Sonia Audino and Silvana Mancini from Su design,
 - Aly May, StyleAID runway producer and
 - one other member of the StyleAID committee.

We will send details of location for this presentation and your allotted time on Friday 27 March.

We do not expect this to be the range you will be showing on the runway at StyleAID 2009 however, images or sketches of your intended Spring/Summer 09/10 collection would be an advantage. If you wish to show your garments on models this is permitted but not compulsory.

It is essential that you inform us in your EOI if this date is not suitable to you.

Any queries regarding your expression of interest can be emailed to Aly May – alymay16@hotmail.com anytime or call 041 894 8145 (**Not Monday, Tuesday or Wednesday**).



WA AIDS Council