



**Heart House**

*After School,  
Before Home*

# Second Annual Heart House Charity Fashion Show - Emerging Designer Contest

## CALL FOR ENTRIES

Fashion designers! Do you have what it takes to break into the **Austin fashion scene**? This could be your chance to find out! Grab your sketchbooks, portfolios, one of our applications, and get to work! We're looking for two **fresh, up-and-coming designers** to showcase their collection during our second annual charity fashion show benefiting the children of Heart House Austin.

750 members of the **press and fashionable Austinites** will be there to see **your debut collection** showcased alongside established designers. The show will be held at the renowned Austin Music Hall on August 23th.

We look forward to getting your applications. GOOD LUCK!

### How to apply:

- 1) Go to **[www.hearthouse.org/runway](http://www.hearthouse.org/runway)** to pick up your application.
- 2) Fill out an application which includes:
  - a. completed and signed application
  - b. short explanation of your collection idea for the show
  - c. portfolio of four sketches of your intended collection for our show and four images of your previous works
- 3) Send us your application by February 15, 2008 to:

Anna Land, Emerging Designer Contest  
c/o Texas Afterschool Association  
P.O. Box 12611  
Austin, Texas 78711

### Eligibility Requirements

- 1) You must be 18 years of age as of application due date.
- 2) You must be a legal resident of the US and be able to travel to Austin for second round interviews, runway show fitting date, etc. (Additional requirements can be found on the application).



**Heart House**

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**Charity Fashion Show**  
Benefiting Heart House Free Afterschool  
August 23, 2008  
Austin Music Hall

## **Emerging Designer Contest: Applicant Information**

### **Introduction**

Thank you for your interest in Heart House's second annual fashion charity event which includes as its goals promoting emerging, talented fashion designers. The show is unique because it will feature designers presenting their *original* collections as well as making a personal appearance at the event. The show will benefit Heart House, a charity that provides free afterschool care for underprivileged children in Austin. The show will be held at the newly renovated Austin Music Hall in exciting downtown Austin.

### **Awards, Recognition and Revenue**

Two designers will receive the opportunity to show their collection at a runway show alongside established designers to an audience of 750+ people. The show will give media exposure to finalists, as press from Austin as well as all over Texas will be covering the event. Your name will be included on all event press: website, press releases, etc.

### **Fall II/Holiday Collection**

The show will feature Fall II and Holiday designs. Your collection should keep in mind the target demographic of the audience in order to maximize sales of your garments and overall success of the show. Attendees of the fashion show are affluent, fashionable humanitarians primarily in their late 20's – 40's whose tastes lean toward classic, elegant, and stylish looks. While we welcome creativity and innovation, we also wish to stress wear-ability and audience appeal.

### **Judging Process**

Judging will consist of two rounds, the first being the Call for Entries. Several applicants will be selected for the second round, an in-person interview with a panel of judges. We will choose three finalists who will be responsible for creating a collection of no less than fifteen looks to be featured in the show. The Jury Committee includes members of various event committees. Among these members are fashion designers, fashion industry professionals, and prominent Austin philanthropists.

## APPLICATION INSTRUCTIONS

1. Please fill out the application legibly, using dark colored ink. If you run out of space answering any question, please attach additional pages and reference the question(s) you are answering on such additional pages. Please write only on the printed side of the paper.
2. You must fill out the entire application. Do not leave any question unanswered. If any question is not applicable to you, write N/A in the space provided, or if no space is provided, next to the question.
3. Please take your time and answer completely and honestly. If you have any questions, you may contact Joanna Garza at jgarzadesign@earthlink.net.
4. Your completed application must include the following materials:

- Completed and signed written application
- Short typed explanation of the idea behind your intended collection for the show (no longer than one side of an 8.5"x11" page)
- Portfolio of:

- a) **photo copies** of no less than **four** sketches and/or photos of your intended collection for the show, and
- b) **photo copies** of no less than **four** sketches and/or photos of your previous works

(Please no packages larger than 23"x31". Note that we are unable to return portfolios. Original sketches are acceptable but will not be returned. Portfolios need not be too formal, as they are expensive and you will not be getting yours back.)

5. This application is due to the following address by **February 15, 2008**.

Anna Land, Emerging Designer Contest  
c/o Texas Afterschool Association  
P.O. Box 12611  
Austin, Texas 78711

The Jury Committee will **not** accept applications not received by **February 15**. No exceptions, even if your application is post marked by the above date.

Thank you for your time and effort. We wish you the best of luck!

## CONTESTANT APPLICATION, RELEASE AND TRANSFER OF RIGHTS

To be considered for this runway show, you must fill out this application honestly, accurately and completely. Failure to do so may result in your elimination from consideration and participation in the show, as well as the forfeiture of any benefits you may or would have been awarded. Applications that are incomplete, illegible, arrive with postage due or corrupted are void and will not be accepted.

Name: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Alternative Phone (home/work): \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Are you at least 18 years of age? Yes No (circle one)

If NO, you are not eligible to be considered in the show. (See attached Eligibility Requirements).

Are you currently a fashion design major? Yes No (circle one)

If YES, please fill out the next four questions:

What is your classification (year by hours)? \_\_\_\_\_

Name of school(s) that you attend: \_\_\_\_\_

What semester and year do you expect to graduate? \_\_\_\_\_

Please list type of degree you will earn \_\_\_\_\_

If NO, is this a hobby? Yes No (circle one)

If you are currently a student but not a fashion design major, what is/are your major(s)?

\_\_\_\_\_  
If you are not currently a fashion design major, what is your fashion/design background?

\_\_\_\_\_  
If you have already graduated as of May 2007, please fill out the next 3 questions:

What semester and year did you graduate? \_\_\_\_\_

Name of school(s) that you attended: \_\_\_\_\_

Type of degree(s) earned: \_\_\_\_\_

Do you know how to (circle one):

- Cut? Yes No
- Sew? Yes No
- Make your own patterns? Yes No
- Sketch? Yes No

List your last three jobs:

- 1.
- 2.
- 3.

Have you ever worked or do you currently work for a designer or manufacturer? (circle one)

Yes No

If yes, please list any and all positions you have held working for a designer or manufacturer to date (include your responsibilities and if it was staff or intern position):

Company	Position	Dates

Do you design for your own label full time? Yes No (circle one)

If you are designing for your own label, how long have you been in business? \_\_\_\_\_

Do you design for men/women or both? \_\_\_\_\_

What is your area of professional expertise? (check all that are applicable):

Women's Ready to Wear

Women's Eveningwear

Menswear

Accessories

Other (please specify swimwear, lingerie, active wear, etc.) \_\_\_\_\_

List any place that your clothes are available for sale (internet included):

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Have you ever created a website/posted any materials on any website? Yes No (circle one)

If YES, name and describe the website you created and/or the materials you posted.

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Is the website currently active? Yes No (circle one)

Do you regularly work with professional models? Yes No (circle one)

If YES, who/what agency?

How would you describe your design philosophy/ point of view?

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What would someone close to you describe as your best and worst traits?

BEST: \_\_\_\_\_ WORST: \_\_\_\_\_

Who are the designers you admire the most and least?

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Are you a legal resident of the United States? Yes No (circle one)

If No, where are you a legal resident? \_\_\_\_\_

How did you learn about our call for entries? Please explain:

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Have you ever done or been involved in anything that would reflect negatively on you or on Heart House if you are chosen to participate in the show? Yes No (circle one)

If yes, please explain: \_\_\_\_\_

Please circle below and list beside your selection anyone you know or have known who is now or has been in the past two years an officer, agent or representative of any of the following:

- a) Heart House
- b) Resource Network Inc.
- c) Afterschool Pro.Net

If you don't know anyone who fits the above categories, write "none" here: \_\_\_\_\_

### REFERENCES AND CONTACTS

Please list two people who are not related to you and who have known you for over 1 year that will be willing to be contacted as your professional reference:

Name	Address	Phone	How You Know Them
1.			
2.			

## **ELIGIBILITY REQUIREMENTS AND RELEASES**

1. You must be a legal resident of the U.S. and able to travel to Austin, TX to participate in the Heart House Fashion Show and all related meetings leading up to the event (including, but not limited to, second round interview and pre runway show fitting dates).

2. You must be at least 18 years of age as of application due date February 15, 2008.

3. You may not participate in the Heart House Fashion Show if your participation would create impropriety or the appearance of impropriety. In making this determination, the Heart House Event Executive Committee will consider whether you or any member of your immediate family or anyone living in your household is or has been within the last two (2) years an employee, officer, director, representative or agent of any of the following:

- a) Heart House
- b) Resource Network Inc.
- c) Afterschool Pro.Net

In addition, the Heart House Event Executive Committee reserves the right to render ineligible any person whom they determine, in their sole discretion, is sufficiently connected with the production, administration, or judging of the show, such that his or her participation in the show could create the appearance of impropriety. Such decisions are final and are not subject to challenge or appeal.

4. If you are selected as one of the final designers, you must execute release agreements, including a participant agreement and release and other agreement(s) as required by the Event Executive Committee and Heart House. If you are selected as one of the final designers, you are required to make a minimum of fifteen garments (or fifteen looks) to be showcased in the show.

5. You hereby give the following representations, warranties, acknowledgements, consents and releases: (a) By signing below, I hereby represent, warrant, acknowledge, and agree that: (i) I have read and I meet and agree to be bound by the eligibility requirements; (ii) I have completed this application honestly and accurately; (iii) if any of the information in this application is found to be false or incomplete, this will be grounds for dismissal from the selection process and/or from the fashion show if selected; (iv) even if I meet the eligibility requirements, the Jury Committee has no obligation to interview me and/or select me as a finalist; (v) even if I am selected as a finalist, Heart House has no obligation to produce the show ; and (vi) all decisions by the Jury Committee concerning selection of the finalists are final and not subject to challenge or appeal.

6. Release and Agreement Not to Sue: To the maximum extent permitted by law, by signing this application, I hereby release the Releasees and any press that covers the show, the advertisers connected with the show, all other persons and entities connected with the show, and each of their respective officers, directors, agents, and representatives, from any and all claims, actions, damages, liabilities, losses, costs and expenses of any kind (including, without limitation, attorneys' fees) arising out of, resulting from, or by reason of, my participation in or in connection with the show, including, without limitation, my participation in the designer selection process of the show, any exploitation of the show or my appearance in the show, the failure of Heart House to select me as a finalist, the cancellation of the show, or the exercise by Heart House of any rights granted by me with respect to the show on any legal theory whatsoever (including, but not limited to, personal injury, rights of privacy and publicity, false light, and defamation) (the "Released Claims"). The Released Claims specifically include, without limitation, any and all claims, actions, damages, liabilities, losses, costs and expenses of any kind resulting from the actions of another participant or any other third party at any time.

7. Certification of Veracity: (a) I have voluntarily applied to participate in the Heart House Emerging Designer Contest and Fashion Show. In order to be considered as a designer in the show, I have made and will make statements and representations to the Heart House Jury Committee regarding myself and my background. I understand that this information is being relied upon by the Heart House Jury Committee in considering me for selection as a designer in the Show. (b) I hereby certify, represent and warrant that all statements, disclosures and representations made by me in my application to participate in the show, in any other document or agreement that I have signed or will sign in connection with the show or my participation in the show, and that I otherwise provide to the Heart House Jury Committee, or to anyone acting on their behalf, are true, accurate and complete. Without in any way limiting the foregoing, I certify that I have not withheld or mischaracterized any information regarding myself or my

background. I also agree to immediately inform the Heart House Jury Committee if any of the information I provide becomes inaccurate or incomplete at any time prior to the Heart House Fashion Show. (c) If any statement, disclosure or representation is or becomes false, misleading or incomplete, the Heart House Jury Committee may remove me from consideration as a designer in the Show, may remove me from the show, and/or may withhold from me or cause me to return any monies or other items that I have received, including, without limitation, any monies or other items already delivered to me. (d) I also recognize that proof of damages suffered by the Heart House Fashion Show in the event that I breach any provision of this certification will be costly, difficult and/or inconvenient. Accordingly, I agree to pay Heart House the sum of Ten Thousand Dollars (\$10,000) per breach plus disgorgement of any money or the value of anything that I may receive in connection with my breach as liquidated damages in the event I breach any provision of this certification. Furthermore, I will indemnify and hold harmless Heart House, the Heart House Executive Committee, and their respective, affiliated companies, and each of their respective officers, directors, agents, representative and employees, from and against any and all claims, actions, damages, liabilities, losses, costs and expenses (including, without limitation, attorneys' fees) that in any way arise out of or result from my breach of any provision of this certification.

8. I have read and accepted all terms of the Juried Portion Applicant Information sheet. I have read, understand, accepted, and agree with the foregoing.

Signature \_\_\_\_\_ Date: \_\_\_\_\_

Name (Please print): \_\_\_\_\_

Date of Birth: \_\_\_\_\_

**Thank you for your time and effort in completing the form.**

**Please notify the Heart House Jury Committee by email ([jgarzadesign@earthlink.net](mailto:jgarzadesign@earthlink.net)) if there is a change in your address, phone number or other information provided by you in this application.**