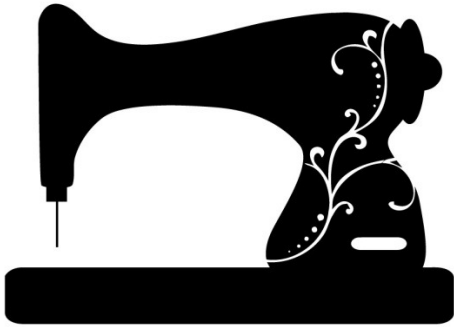


# FASHION EXPOSED

12-14 FEB 2012

SYDNEY EXHIBITION CENTRE



## debut

Applications now welcome!

8,000 trade visits, 3 days, 3 separate events, 1,500 brands, 500 exhibitors, 100 boutique fashion labels, **12 Debut** - the hottest new labels from Australia and New Zealand.

Introduced in Sydney 2006 and instantly celebrated, **Debut** is the prestigious industry entry platform and design competition for new fashion and accessory labels at FASHION EXPOSED. Anticipating its 13<sup>th</sup> season and celebrating over 150 labels launching their fashion profile at Debut, including Limedrop, Alexi Freeman, Trimapee, Since Grey, Kuwarii, Donna Sgro, Sebastian's Sister and Eternal Safari... Debut is *the* place to be at FASHION EXPOSED, Australasia's premier fashion trade fair co-located with Bags & Accessories Fair and Australian Shoe Fair.

The focus in Sydney 2012 is on spring/summer 2012/13. Applications in the categories apparel and accessories are now welcome.

**Closing date is Wednesday 26 October 2011 at 5pm AEST. Don't miss it!**

This document contains all relevant information, the conditions of entry and application form. Answers to FAQ can be found on the fair website [www.fashionexposed.com](http://www.fashionexposed.com). If you have further questions please contact the curator on telephone +61 3 8672 1228 or email [debut@aec.net.au](mailto:debut@aec.net.au).



## CONDITIONS OF ENTRY

### CATEGORIES

Debut at FASHION EXPOSED Sydney 2012 welcomes spring/summer 2012/13 entries in the following categories:

- **Debut Apparel** – womenswear, menswear, urban/streetwear
- **Debut Accessory** – jewellery, millinery, footwear, bags and belts, accessories

### PRESENCE

FASHION EXPOSED is a trade fair and an opportunity to potentially meeting 8,000+ qualified buyers from Australia and overseas. Selected Debut finalists must be present for the duration of the fair. Trade fair opening hours and useful exhibitor contact details are listed on the service directory for exhibitors on the fair website [www.fashionexposed.com](http://www.fashionexposed.com). Selected finalists are expected to conduct their own business.

### ELIGIBILITY

New and emerging designers based in either Australia or New Zealand and in business less than three years are eligible to apply. Previous Debut participants are not eligible; contact the fair organiser to discuss alternative options for exhibiting at the fair, see contact details at bottom of this page. Applicants must be production and business ready:

- Visual ID – logo and graphic identity of label – required at time of application
- Media release – writing a brief introduction describing your collection and purpose of label – summary required at time of application
- Website – have a functioning website up and running 4 weeks prior to the fair
- Event invitations – for your own preferred and researched stockists for onsite appointments at the fair – to be sent 2-4 weeks prior to the fair
- Business cards, wholesale and retail pricelists, order forms – required onsite the fair
- Postcards or look book to feature part or all of your collection – required onsite the fair

### SELECTION CRITERIA

Applicants must demonstrate they meet the following selection criteria:

- Label must be new and preferably showing first collection
- Collection must be original, fresh and innovative
- Collection must be shown for the first time
- Collection must be appropriate for relevant season
- Collection must show highest professional standard, and
- Collection must be small and not exceed more than 6 looks or 30 individual items

### BENEFITS

12 labels will be selected entitling each to the following benefits:

- Label name and details listed on fair website including link to your website from selection until close of fair
- Full contact details listed in buyer's guide, 6,000 printed
- Complimentary trade invitations to send to your prospective clients/stockists
- Inclusion in comprehensive publicity and media campaign with one dedicated Debut press release
- 2 exhibitor access passes for you and one helper to attend to the stand
- Debut stand** - a fully designed and fitted stand to be shared between all 12 finalists in a prominent location within the fair; includes lighting, signage, shelves, hanging racks or plinths, plus an information sheet with the details supplied on the application form. FASHION EXPOSED is a trade fair. Participants are required to be present for the duration of the Fair and are responsible for their own business conduct
- Depending on availability, all finalists may additionally be offered a spot in a dedicated **Debut salon show or live look book** – a professional presentation of up to 4 complete outfits per label; includes catwalk, audio/video hire, professional models, styling, make-up, hair and choreography. IMPORTANT: Garments/items for the salon show must be completed and be ready to be delivered to the salon show producer four weeks prior to the fair
- Access to over 8,000 qualified trade visitors from Australia and overseas

The fair organiser reserves the right to choose, change or cancel any aspect of the Debut package without notice.

### APPLICATIONS

Debut at FASHION EXPOSED Sydney 2012 will focus exclusively on spring/summer 2012/13. Completed applications must be received by 5pm AEST on **Wednesday 26 October 2011**. Late applications and applications received without the required support materials cannot be accepted. No more than one application may be accepted per applicant/label. The curator reserves the right of selection.

### Organiser



## COST

Application and participation if selected is free of charge, the conditions listed in this document apply. Each of the 12 Debut packages available is valued in excess of AU\$5,000. FASHION EXPOSED *does not provide* financial assistance for transport to and from the fair, accommodation, product insurance and supply of business support materials. Selected finalists must pay for their own transport and accommodation, insurance against loss and damage, delivery and pick up of entries or collections, stand accessories and business support materials. Applicants agree to all conditions of entry with their signature on the application form. Unsigned applications cannot be accepted.

## AWARDS

Two awards have been reserved:

- **Debut Apparel Award** – for the best new seasonal collection in womenswear, menswear, or urban/streetwear
- **Debut Accessory Award** – for the best new seasonal accessory collection in jewellery, bags and belts, millinery or footwear

A panel of high profile industry judges representing media, retail, manufacturing and design will assess all finalists onsite the fair. Judges will consider selection criteria, innovation, material choice, execution, marketability, originality/story and presentation. All parts of the application form must be completed to assist the judging process. Recognising the importance of industry presence, Debut award winners will receive a stand package at FASHION EXPOSED. Prize pool value is in excess of \$8,000. Goods and service prizes cannot be redeemed in cash.

## IMAGES

All images supplied with this application must be in JPEG format in and both low and high-resolution and are for the purpose of selection and pre and post fair publicity if selected. If images of proposed collection are not available at the time of application, images of current collection or other previous work may be supplied. Digital renderings and/or scanned sketches are also accepted. See application material for further details.

## COPYRIGHT

Images supplied cannot be returned and will be kept in a non-commercial archive. The organiser reserves the right to use complete or part of images supplied and to photograph all entries at the fair without the express permission of the designer for promotional purposes.

## TRANSPORT, DELIVERY AND COLLECTION

Selected finalists are responsible to arrange for transport of their selected collection to and from the fair:

**Move-in:** Saturday 11 February 2012 from 10am-1pm

**Exhibition dates:** Sunday 12 February 2012 – Tuesday 14 February 2012

**Move-out:** Tuesday 14 February from 4.30pm-6pm

**Venue address:** Sydney Exhibition Centre, Darling Harbour, Sydney, Australia

Selected finalists must arrange product delivery and collection at those times ONLY. Recommended logistics companies are listed in the exhibitor service directory on the fair website [www.fashionexposed.com](http://www.fashionexposed.com)

## OCCUPATIONAL HEALTH & SAFETY

A high-visibility safety vests and solid footwear must be worn during stand move-in and move-out. Children are not allowed onsite during move-in and move-out. All set-up will be inspected prior to the fair opening to ensure presentations are of exhibition standard and will not in any form cause harm to visitors or damage other work. Collections, or parts thereof, that are too fragile to be touched by visitors have to be identified prior to the fair and may or may not be included. The curator reserves the right of selection.



## ELECTRICAL SAFETY

Electrical safety is a local government as well as venue requirements. All electrical products that require to be connected to a power source must have a current safety tag. Most registered electricians carry out testing and tagging. This service will also be available onsite for a fee. Inspections may be carried out and fines issued if non-compliant.

## INSURANCE

Selected finalists are responsible to take out their own public liability and product insurance for the duration of the fair and at their own cost. The event organiser and event partners together with the curator cannot accept responsibility for loss, theft or damage of products. Your signature on the application form acknowledges that you have read and accepted the conditions of entry including your roles and responsibilities should your application be successful. Unsigned applications cannot be accepted.

## Organiser



## APPLICATION MATERIAL

- Completed application form
- Sample images of collection laid out or on dressmaker dummy before a white background
- Sample images of collection in a studio or lifestyle setting - maximum 3 images
- Image of designer, 1 portrait only
- Image of designer with collection, 1 image only
- Label logo
- All images must be of professional quality and may be in colour or black and white
- All images and logo must be in the preferred file format: **JPEG**
- Image and logo file names must be composed of: **LabelName\_CollectionTitle\_1**
- All images and logo must be provided in two formats: **low-resolution 72dpi**  
**high-resolution 300dpi**

Sample images:



**TOTOMOTO**  
AUSTRALIA

- Email completed application form together with required images to:  
**[debut@aec.net.au](mailto:debut@aec.net.au)**
- Email size must not exceed 10MB per email; alternatively burn images and application form onto CD and post to:

THE CURATOR  
DEBUT AT FASHION EXPOSED  
AUSTRALIAN EXHIBITIONS & CONFERENCES PTY LTD  
PO BOX 82 FLINDERS LANE  
MELBOURNE VIC 8009  
AUSTRALIA

**Applications must be received by 5pm AEST Wednesday 26 October 2011**  
**Late and incomplete applications cannot be accepted**

For FAQ and further information please go to **[www.fashionexposed.com](http://www.fashionexposed.com)** or contact the curator on telephone +61 3 8672 1228 or email [debut@aec.net.au](mailto:debut@aec.net.au) All correspondence will be via email.



### Organiser

**Australian Exhibitions & Conferences Pty Ltd** Level 5, 267 Collins Street Melbourne VIC 3000  
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# APPLICATION FORM

**TITLE of Collection**..... **LABEL Name**.....

Category  Debut Apparel (womenswear, menswear, urban/streetwear)  
 Debut Accessories (jewellery, millinery, footwear, bags/belts)  
Images supplied are of  Spring/Summer 2012/13 collection  other .....  
First Collection  Yes  No Month / Year Label launched ..... / .....

**Name of DESIGNER**.....

Name of BUSINESS ..... Month / Year Business started .... / .....

**Name of Applicant** ..... ABN / NZBN .....

Street/Postal Address .....

City / Town ..... State ..... Postcode .....

Country ..... **Mobile / Phone**.....

Website ..... **Email** .....

**Please note: All correspondence will be via email**

**NUMBER of Items**..... (maximum 6 looks or 30 pieces)

**DESCRIPTION of Collection** (important, 25 words maximum) .....

**Inspiration / Theme / STORY** (important, 25 words maximum) .....

Target Market ..... Age Group .....

**MATERIALS** (please list main materials) .....

**Colour Palette**       (fabric samples optional)

Made by  Designer  other .....

Made in  Australia  NZ  other .....

Available from  Designer  Website  other .....

Retail Price (Range) AU\$ .....

**Designer/Label PROFILE**, in story form (if selected, text supplied will be used in media campaign, 25 words max)

Qualification: Name of Education Facility.....

Course ..... Year graduated .....

Why do you want to participate, what are your expectations of Debut at FASHION EXPOSED if selected?

**I have read the competition selection criteria and conditions of entry and accept my roles and responsibilities should this application be successful and my label be selected for Debut at FASHION EXPOSED.**

**Signature**

**Date**

Email completed form together with required images to: [debut@aec.net.au](mailto:debut@aec.net.au) Contact the curator if you would like a copy of the form in word format. Application must be received by 5pm AEST Wednesday 26 October 2011

**Organiser**

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