



## FREQUENTLY ASKED QUESTIONS

### **What is Debut?**

Debut is the coveted industry entry platform and design competition for the hottest new fashion and accessories labels from Australia and New Zealand. Introduced in March 2006 and now anticipating its 13<sup>th</sup> season, there is no better place to launch your fashion career than at Debut at FASHION EXPOSED. Business ready professional and graduate designers are welcome to apply.

### **When and where is Debut being held?**

Debut is hosted by FASHION EXPOSED twice a year, once in Sydney in February/March for the following Spring/Summer collections and once in Melbourne in August/September for the following Autumn/Winter collections.

### **Who can apply for Debut?**

New and emerging designers based in Australia or New Zealand and in business less than three years are eligible to apply. If you are launching your label with your first collection then Debut is right for you. Applicants are required and must proof they are business ready with a finished sample collection, look book, website and production on stand-by. Participation is subject to selection criteria, finalists are selected by the curator and industry advisers.

### **What do I need to enter?**

Applicants need to complete a one page application form and submit it together with sample images of the collection. That can be either an apparel collection – womenswear, menswear, urban/streetwear or an accessory collection. All collections must be fresh, original and innovative, shown for the first time and demonstrate highest professional standard as well as appropriate to the relevant season. On the form we will ask you for your contact details, the name of your label, the name of your collection, how it will look, what materials you are planning to use, where you found your inspiration and a few words about yourself and your label.

### **What can I expect if selected?**

Selected finalists will share a fully fitted stand, are listed on the website and in the catalogue, have access to over 8,000 qualified trade visitors and benefit from extensive national media coverage.

### **What exactly is the competition?**

12 finalists will be selected for the competition. There are two categories:

**Debut Apparel** – for the best new collection in womenswear, menswear or urban/streetwear

**Debut Accessory** – for the best new collection in jewellery, millinery, footwear or bags and other accessories

A panel of high-profile industry judges representing media, retail, design and manufacturing will select one winner in each category via a point system looking for innovation, marketability, material choice, execution, and originality.

### **What can I win?**

A lucrative prize pool awaits the winners of the awards. FASHION EXPOSED recognises the importance of building industry presence and will provide a pre-built FASHION EXPOSED stand package for the following season.

### **What does it cost to participate?**

Application and participation is free of charge. Selected finalists are responsible for financing the production of their sample collection and all business support materials and for all transport and travel expenses. Selected finalists must take out their own public liability and goods insurance for the duration of the fair.

### **How to apply?**

For your chance to debut your label at FASHION EXPOSED download the current Debut information and application package from the fair website [www.fashionexposed.com](http://www.fashionexposed.com) and submit the completed form together with the required application support material by the due date.

### **Organiser**

**Australian Exhibitions & Conferences Pty Ltd** Level 5, 267 Collins Street Melbourne VIC 3000  
T +613 9654 7773 F +613 9654 5596 E [debut@aec.net.au](mailto:debut@aec.net.au) W [aec.net.au/fashionexposed.com](http://aec.net.au/fashionexposed.com)