THE FASHION SHOW 2020

ENTRY RULES
DESIGN DIRECTORS
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GENERAL RULES

Designers must be current students at Iowa State University OR must have graduated in the previous semester (Fall 2019). All entries must have been created while the designer was enrolled as a student at Iowa State University. Garments must be original designs for which the designer has developed all patterns by draping, flat pattern, or drafting. Patterns may be requested by The Fashion Show at any time for clarification purposes.

Designers cannot submit anything to The Fashion Show that was accepted in a previous year.

Designers may submit up to 6 entries for the runway and 4 entries for the mounted exhibit (10 entries total - a collection counts as one entry).

Designers must pay a $10 non-refundable entry fee with the submission of any entries into the show. The fee will be $10 regardless of the number of entries submitted.

All runway designs and digital entry forms must be submitted by 6:00 PM on the date of Initial Garment Turn-In. Late entries will not be accepted.

All mounted entries are due on the date of Final Garment Turn-In by 6:00 pm. Late entries will not be accepted.
SUBMISSION GUIDELINES
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Each individual garment/outfit must be submitted on a hanger within a zippered garment bag, and any items/accessories that go with the look need some sort of container. (Garbage bags or dry cleaning bags will not be accepted.) This means that within a collection, each look needs its own garment bag. Please make sure the hanger is strong enough to support the garment.

Designers must complete the online entry form for each entry. The entry form will include the selection of appropriate categories, a statement on materials used, a statement citing the designer’s inspiration, and a statement outlining the intended target market. This information will be available to the guest judges on Judging Day.

Designers must upload photographs clearly showing the front, side, and back view of each entry with the online entry form. If photos are not submitted, The Fashion Show will not be held responsible if any element of the entry is not worn or mounted correctly.

Submissions must be complete on the day of Initial Garment Turn-In. The only components that may be incomplete at the time of submission are hems, which will be tailored to the selected model.

The Fashion Show is open to family and community members of all ages. Out of respect for all audience members, accepted entries deemed to be too revealing by the guest judges may be required to display in the mounted exhibit, rather than runway.
JUDGING
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All submissions to The Fashion Show will be evaluated by a panel of industry professionals who will not be aware of the identities of designers who have submitted work for inclusion in the show. These guest judges will decide which entries are accepted into the show and which entries/designers are awarded scholarships.

The Fashion Show is a juried competition and not all work submitted will be accepted. No more than 100 entries will be accepted for the runway, but other entries may be used as mounted pieces at the discretion of the guest judges. The Guest Judges will make all decisions regarding scholarship awarded for entries in The Fashion Show. In the case that a category has a very small number of entries, the Guest Judges have the ability to decide that entries in that category may be accepted to the show but may not be worthy of a scholarship. Beginning in 2019, the Lora and Russ Talbot Best in Show Scholarship will be $2,000. As part of this increase in scholarship value, the winner Best in Show will not be eligible to win any other scholarships for that individual entry. The student may still win scholarships in the same year for other separate entries in the same show.
JUDGING

The guest judges have absolute discretion regarding entries showcased in The Fashion Show. They may make decisions including (but not limited to) changing the styling of an entry, changing the category of an entry, or changing the model wearing an entry. The Guest Judges also have the ability to select some, but not all, garments within a collection for inclusion in The Fashion Show.

Designers are not allowed to participate in Judging Day. In the case that a member of The Fashion Show has also submitted entries to the show, they will be prohibited from handling their own garments or participating in any activities related to the judging of any categories in which they have entries.

Designers will be notified of which garments were or were not accepted in The Fashion Show 2019 by the end of day on the Sunday following Judging Day. Any questions regarding the decisions of the Guest Judges may be directed to the faculty advisor for The Fashion Show.
Categories

Designers will have the opportunity to select from several categories when completing the online entry form. All entries will be organized by the following category sets.
Demographic Categories:

Digital Printing - Entries completed using the digital textile printer
Textiles & Clothing Museum Inspired - Entries inspired by the collection in the Textiles & Clothing Museum; designer must specify inspiration source
Sustainability - Entries for the ‘sustainability’ award may involve use of environmentally-friendly materials, repurposed/upcycled materials, or execution of sustainable design approaches.; designer must include a statement explaining how their entry is sustainable
Senior Collection - Entries completed in AMD 495 in the fall semester prior to The Fashion Show
Wearable Technology - Entries utilizing any type of technology that can be worn by the consumer
Graduate Level - Entries created by graduate students (This does NOT include undergraduate students who graduated in the fall semester prior to The Fashion Show)
CATEGORIES

Product Categories:
Sportswear
Activewear
Athleisure
Suiting/Business Attire
Day Dresses
Formal Wear
Children's Wear
Costume
Art to Wear
Accessories
Functional Design/Uniforms
Sleepwear/Loungewear
Fashion Illustration
Portfolio (Analog or Digital)
Fiber Art
CATEGORIES

Other Categories:
- Runway vs. Mounted
- Single Garment vs. Collection
FITTINGS AND ALTERATIONS
Fittings and Alterations

Designers may not model their own designs.

Designers must use models selected or approved by The Fashion Show.

A designer may use any individual model for only one submission. If a designer wishes to use an individual model more than once, they must get approval from the Modeling Directors and the faculty advisor for The Fashion Show. Designers who have taken AMD 495 in the fall semester immediately preceding The Fashion Show may select the models for their senior collection at Senior Fit Night. Models for all other entries must be selected at Fit Night in the Spring semester.

Garments must be finished when submitted on Initial Turn-In Day and must not have any significant cosmetic changes when turned back in on Final Turn-In Day. If any major design changes are observed following the alteration period, The Fashion Show reserves the right to not accept the garment for judging.

Designers are responsible for finding shoes for their models. Appropriate shoes for all models are required for Judging Day.
TEXTILE & CLOTHING MUSEUM EXHIBIT
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Designs winning a first or second place award, Best in Show, or Digital Print award, will be displayed April 29th through the summer in the Textiles and Clothing Museum.

If a student chooses to include their winning entry in the exhibit, they will not take their entry home following the Fashion Show. Instead, the design will be on loan to the museum for the duration of the summer. Students will not have access to their winning entry while it is on display, so photography, grading, and laundering (if necessary) must be done before the piece is installed in the exhibit. Student designers are not required to have their winning entries included in the exhibit, but must indicate that preference on the museum loan agreement form at the time of the initial entry turn in.

At the conclusion of the exhibit, the loaned design will be released to the lender/representative according to TCM Incoming Loan Agreement Form. Lenders/representatives will be contacted via email with instructions on when and where to pick up the loaned object(s). At the time of pick up, presentation of a valid photo ID will be required. Any object(s) not retrieved within 30 days after the end of the exhibit will no longer be the responsibility of the TCM and may be DISPOSED OF.
TIMELINE
ENTRY FORM OPENS
Monday, February 17

ENTRY FORM Closes
Sunday, March 8

INITIAL GARMENT TURN-IN
Monday, March 9

FIT NIGHT
Tuesday, March 10

FINAL GARMENT TURN-IN
Tuesday, March 24

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Saturday, April 18
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