



## **APPLICATION FORM: STYLES 2009 INTERNATIONAL DESIGN COMPETITION DEADLINE EXTENDED: MARCH 30th**

Gen Art invites you to compete in the **Styles 2009 International Design Competition and Runway Awards**, its provocative program for emerging fashion designers, now in its 11th year. Twenty five design finalists will present their looks at a high profile New York fashion event and have a chance to win a \$5,000 Award for Design Excellence in five categories.

To participate, you are required to fill out the following application accompanied by **two digital images of two complete looks from any season** in any one/ or more of the following categories:

- Women's Ready to Wear
- Women's Eveningwear
- Menswear
- Women's Avant-garde
- Accessories

**All MAILED submissions must be post-marked by 6pm on March 30, 2009.**

**All ONLINE submissions must be received by 11:59pm on March 30, 2009.**

**APPLY ONLINE AT <http://discover.genart.org>**

Submissions will be reviewed at a pre-selection event in mid-April by top editors and buyers from **Vogue, Teen Vogue, Elle, WWD, Barney's, Neiman Marcus, Opening Ceremony** and more.

Over 1, 000 members of the fashion industry, including press and retailers, will attend the Styles 2009 event. A Fashion Panel, which in past years has included designers **Diane von Furstenberg, Norma Kamali, Betsey Johnson, Cynthia Rowley, Kate Spade, Michael Fink of Saks Fifth Avenue, Tim Gunn of Project Runway, Robert Burke of Bergdorf Goodman** and stylist **Patricia Field**, will judge the designs and **select a winner from each category** who will receive a \$5,000 Award for Design Excellence.

### **Qualifications**

- All designs must be the creation and property of the applicant. Fashion Students and amateur designers are eligible for entry.
- Applicants cannot have been in business for more than 7 years.
- Applicants may enter multiple categories but cannot submit the same designs in more than one category. Applicants may only be named a finalist in a maximum of two categories.

### **Requirements:**

- All applications must accompany the required materials and be post-marked by March 30, 2009.
- All applications must include the following:

-Completed questionnaire

**-Clothing designers:** must submit 2 digital images of 2 full looks (a total of 4 images). Your 2 outfits must fully clothe a runway model.

**-Accessory designers:** Please take digital images of two pieces of your work (ex. 2 bags or 1 bag and 1 necklace, etc.); 2 different views per piece (a total of 4 images).

-Please submit both front and back views. You may submit a detail in place of a back view where appropriate.

**-Size Requirements:** Womenswear must be a standard SIZE 6 (chest: 34, waist: 26, hips: 35).

Menswear (waist: 32, jackets 40/41, shirts: medium, suits 40R. If you are a finalist and your garments do not meet the required size standards, you will be disqualified.

-\$25 application fee for each category entry

## GEN ART STYLES 2009: Design Competition Application

**Deadline:** March 30, 2009

*Online entries must be received by 11:59pm, 3/30/09; Mailed entries must be post-marked by 3/30/09*

- Requirements:** Designer must fall into **at least one** of these categories:
- (i) Currently design for own label/company and have done so for less than 7 years.
  - (ii) Currently design in your free time.
  - (iii) Currently study fashion design.
  - (iv) Currently design for another fashion label or company.

**Design Categories:** Submissions must fall into one of the following five basic categories:

- \* Women's Ready to Wear
- \* Women's Eveningwear
- \* Women's Avant-garde
- \* Menswear
- \* Accessories

**Entry Fee:**

- \$25

**Payment of Entry Fee:** applicants may remit payment by credit card, check or money order or bank transfer.

**Mailed entries should be sent to:**

**GEN ART STYLES 2009**

**133 W 25<sup>th</sup> St.; 6<sup>th</sup> Floor**

**New York, NY 10001**

**Submissions:** Each category entered should include:

- (1) 2 complete looks with 2 views of each look (a total of 4 **digital** images per category -one front view and one back or detail view of 2 outfits or accessories.) Digital images should be approximately **300 dpi in a .jpg format**. Photos should be approximately **must** be larger than **500 pixels in width. Height does not matter**. Please burn photos onto a CD and send with your application in the mail. **\*\* DO NOT** send more than 4 photos per entry, as you will be forced to forfeit your entry\*\*. **If you are applying by mail files should be labeled** as follows: If your name is Jane Smith, your 2 looks (4 images) should be named as follows: janesmith1front; janesmith1back; janesmith2front; janesmith2back. Please **do not** put your name on the image itself. For assistance please see photo tips.
- (2) A complete description of the fabrics used and any special detailing
- (3) A completed entry form for each category you enter. Do not submit additional materials, they will not be considered with your application.
- (4) The application fee for each category you enter.
- (5) The application clothing descriptions and questionnaire must be filled out in English.
- (6) You **MUST** submit the application and the images together in the same mailing.

# **STYLES 2009: INTERNATIONAL DESIGN COMPETITION**

## **Entry Form**

(2 pages)

### **INFORMATION**

Name of Designer: \_\_\_\_\_

Company (if one): \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Cell / Evening: \_\_\_\_\_

Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Entry Fee:

- \$25

Method of payment: \_\_\_\_\_ Cash \_\_\_\_\_ Check / Money Order \_\_\_\_\_ Visa/MasterCard \_\_\_\_\_ Amex

Card # \_\_\_\_\_ exp. date \_\_\_\_\_

### **Category of Submission**

(check one – if unsure, please check the FAQ for category descriptions):

Women's Ready to Wear \_\_\_\_\_

Women's Eveningwear \_\_\_\_\_

Women's Avant-garde \_\_\_\_\_

Menswear \_\_\_\_\_

Accessories \_\_\_\_\_

### **Description**

Please describe each of the 2 items being submitted including materials used. (ex. Midnight blue suede dress with hand cut detailing. Rhinestone details.) *Do not attach additional information, it will not be presented with your images.*

Item/ Outfit 1: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Item / Outfit 2: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Questionnaire

Did you attend a fashion design school or a fashion program?

No \_\_\_\_\_ If no, what is your background in? \_\_\_\_\_

Yes \_\_\_\_\_ If Yes, fill out next two questions:

Name of school & program: \_\_\_\_\_

Describe the program briefly:

\_\_\_\_\_

Did you graduate? Yes \_\_\_\_\_ No \_\_\_\_\_

Please briefly describe your design philosophy (optional):

\_\_\_\_\_

\_\_\_\_\_

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

Please list any and all positions you have held as an assistant designer or designer to date:

Company	Position	Dates
_____	_____	_____
_____	_____	_____
_____	_____	_____

**Please print legibly or type and return (*to be received or post-marked by 6pm March 30, 2009*) this completed application form, the submission fee and the digital images via email or CD. Please be sure to include your completed application and entry fee paid by check (drawn on a US bank), credit card or money order.**

**E-MAIL:** [styles@genart.org](mailto:styles@genart.org)

**MAIL TO:** GEN ART STYLES 2009  
133 W 25<sup>th</sup> St.; 6<sup>th</sup> Floor  
New York, NY 10001

## Release

**Submission of this entry form implies acceptance of Gen Art rules and regulations and does not guarantee inclusion in the GEN ART STYLES 2009 event. Award winners who live and work outside the US may be subject to international taxes on winnings. The Signature below may be handwritten or typed to show that you have read and understood the above.**

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

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

**SUBMISSION MATERIALS WILL NOT BE RETURNED. GEN ART DOES NOT ASSUME RESPONSIBILITY FOR ANY LOST OR DAMAGED ITEMS. GEN ART IS NOT RESPONSIBLE FOR TRANSPORTATION COSTS OF FINALIST ITEMS TO OR FROM THE GEN ART OFFICE IN NEW YORK. IF FINALIST'S ITEMS ARE SENT FROM OUTSIDE THE USA, DESIGNER MUST INCLUDE COMMERCIAL INVOICE FOR THEIR RETURN. GEN ART DOES NOT ASSUME RESPONSIBILITY FOR DUTIES OR TARIFFS ASSOCIATED WITH SENDING ITEMS BACK INTERNATIONALLY.**

**REMEMBER:**

- If images are too blurry or too dark you will be disqualified
- You need to put your name on each file (not directly on the image)
- Please submit your application and your 4 images together
- Mailed applications must include a CD with photos/application and payment in the form of check or money order or credit card to GEN ART

**Notification: Finalists will be notified by phone by May 4th, 2009.**

If you have any questions, please call (212) 255-7300 x 503 or email <a href="mailto:styles@genart.org">styles@genart.org</a>
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## **Gen Art Styles 2009: Frequently Asked Questions**

### **TECHNICAL QUESTIONS**

**I don't have access to a computer, may I apply by mail?**

Yes. Please download a printable version of the application and follow the instructions. All mailed entries must be **postmarked by 6pm on March 30, 2009**. Please do not e-mail your entry, due to the large number of submissions, Gen Art cannot accept entries via e-mail.

**I cannot create a password**

Please make sure your password includes letters and numbers and is using the English alphabet.

**I created a password but cannot log-in**

Passwords are case sensitive. Please make sure you are entering your password exactly as you did when creating it. If this still does not work please click on **FORGOTTEN PASSWORD**. Enter your e-mail address. **You will receive an email from [noreply@genart.org](mailto:noreply@genart.org) with a link to change your password** (this email may go to your spam folder.) Enter a **new** password, confirm it, click submit and log-in. **Your new password will not work until you click on the link in the e-mail to confirm your new password.**

### **PAYMENT QUESTIONS**

**I don't have a credit card, how can I pay the \$25 entry fee?**

Applicants without a credit card may still pay for their entry online by using PayPal. PayPal accepts eCheck and bank transfers in addition to credit card payments from MasterCard, Visa, American Express or Discover. International bank transfers are subject to fees on top of the entry fee. These fees are the sole responsibility of the applicant.

**I uploaded photos but cannot submit payment and complete the application**

Please make sure you have chosen a category for your entry. If you do not choose a category the system will not let you proceed.

**I have paid but the system still says my application is incomplete**

Due to previous problems, some applicants have unfinished entries. Before paying for your complete entry, make sure to delete all partially finished entries that you do not want to submit to the contest.

**I did not receive a confirmation from PayPal**

If you did not receive a confirmation e-mail from PayPal (please check your spam folder) then your payment was not received. Please try again.

**I paid for my entry but the system is not showing this**

Please contact us at [styles@genart.org](mailto:styles@genart.org)

## ELIGIBILITY

### **May I apply to Styles if I do not live in the United States?**

Yes. Styles is an International design competition, open to designers in all countries of the world. Designers at any level may apply as long as they have not been in business for more than 7 years.

### **What do I do if I am not sure what category my designs fall into to?**

Choose the category you think best fits your designs. Gen Art reserves will assign entries to a different category if we see fit. This does not affect the applicant's standing.

### **What season should my designs be from?**

This is a DESIGN competition so the submission can be from any season.

### **What are the size requirements for clothing submissions?**

Womenswear must be a standard size 6 (chest: 34, waist: 26, hips: 35). Menswear should be a medium/40R (waist: 32, jackets: 40/41, shirts: medium, suits: 40R.) If you are a finalist and your garments do not meet the required size standards, you will be disqualified.

### **How are the finalists chosen?**

A Selection Committee of influential market editors, stylists, and buyers will review all submissions at a pre-screening Event in April at a date to be determined. The committee reviews the submissions blindly so that each entry is judged only on the merits of the submitted designs. The committee rates designs based on construction, point of view and relevance to the market.

### **How are the finalists designs displayed at the event?**

**Finalists will provide the actual garments or accessories shown in the photos to compete at the event.** The finalist **accessories** will be presented in a static installation. The finalist **garments** in all clothing categories will be showcased on models from the best New York agencies in a presentation. Gen Art provides all the shoes for the event, so please do not create and send footwear for your clothing submissions.

### **Is it mandatory for finalists to attend the event?**

No. Finalists are responsible for their own transportation to the event and are encouraged, but not required, to attend. If Finalists cannot attend the event they are responsible for shipping their garments to Gen Art. Gen Art is not responsible for shipping costs of finalist items to or from the Gen Art office in New York. If Finalist's items are sent from outside the US, the designer must include a commercial invoice for their return. Gen Art does not assume responsibility for duties or tariffs associated with sending items nationally or internationally.

### **How are the winners chosen at the event?**

A Fashion Panel, which in past years has included designers Diane von Furstenberg, Norma Kamali, Betsey Johnson, Cynthia Rowley, Kate Spade, Michael Fink of Saks Fifth Avenue, Tim Gunn of Project Runway, Robert Burke of Bergdorf Goodman and stylist Patricia Field, will judge the designs presented and select a winner from each category who will receive a \$5,000 Award for Design Excellence.

## **PHOTO TIPS**

- **Use the correct format.** Photos must be larger than 500 pixels wide (height does not matter). The larger your photos, the longer they will take to upload so please be patient when going through the process.
- **Set up a simple background in a well-lit area.** The best way to see your clothing is to have a white seamless background. If you'd rather photograph your clothing in a place that relates to your garment, i.e.: in nature or on your rooftop, remember too much clutter takes away from your clothing. **If images are too dark or blurry you will be disqualified.**

- **Do not put your name on the image itself.** In order to be fair, all submissions must be blind. Images with the designer or line name directly on them will be disqualified.
- **Use a model.** Photographing your garments on a live person or mannequin not only adds character to your designs, it also lets us see how the garment will look at the presentation. It gives us a better visual and you a better chance.
- **Judges are not looking for styling.** Judges are critiquing the design of the garment including quality and construction. It is best to see the garment clearly without distracting styling or backgrounds.
- **Make sure to photograph the entire garment.** We only accept 2 shots for each garment so make sure the front view is full length. If you do not have an interesting back view of the garment and would rather highlight the detailing then you may send a detail shot.
- **Take multiple pictures of each garment.** Think of these photos as a great way to promote your design work. Setting up your garments and taking only one photograph of each item is cheating yourself! To avoid pictures turning out blurry or with incorrect colors, it's best to take many photos. A general film rule is 1 roll of film or 25 photos per garment.

**IF YOU HAVE ADDITIONAL QUESTIONS PLEASE CONTACT US AT  
STYLES@GENART.ORG**