



## DESIGNER PACKET

Trend Alaska Fashion Show aims to showcase Alaskan artists and designers. The show is presented by the Trend Alaska Committee, a group of individuals who are passionate about Alaskan design, and helping our community. All proceeds from the show are donated to an annually-selected Alaskan non-profit to support state-wide programming.

Designers are welcome to participate at any one of the three levels outlined in this packet. All designers will be invited to sell their inventory during our post-show pop-up shop.

### Important dates:

- Application deadline: September 1, 2023
- Final notification of acceptance to artists: September 15, 2023
- Collection Finalization: December 15, 2023
- Dress rehearsal: February 16, 2024
- Fashion Show: February 17, 2024

**Your participation will require attendance at both the dress rehearsal and event.** Additional deadlines may be added upon your application approval. If you are unable to meet these deadlines, your collection will be excluded from the show.

Note: due to our model selection and assignment process, no changes to size or collection will be accepted after December 15, 2023.

Please know that expenses accrued to attend Trend Alaska will be the responsibility of the designer unless otherwise specified by the Trend Alaska Committee.

### Requirements:

- Applicants must be 18 or older.
- Entries must be the exclusive work of the applicant.
- All pieces must be wearable objects to be modeled on a runway.
- All runway models will be provided by Trend Alaska, unless otherwise specified.
- Artists must adhere to all state and federal laws regarding the harvest and use of any animal products.
- Trend Alaska reserves the right to consider Alaskan Artists over other applicants.

### Selection Process:

Trend Alaska Committee will review all images submitted with the applications and select fashion designs based upon the originality and quality of the design. The committee reserves the right to disqualify pieces or collections that do not reflect the quality or work portrayed in photographs or digital images.



### Design Requirements:

- All entries must be full-looks and should be focused on clothing. All artists must enter at least three full-looks to be considered.
- This fashion show is for both male and female form. Please consider this when completing your application.
- This fashion show is focused on adult-fashion. Items for children under 16 will not be considered.
- Artists misrepresenting themselves or their fashion will be disqualified from the show.

Artists are required to complete and submit the standard application form (below) along with all supporting documentation (listed below). Any information provided in this application, including bio, artist photo, and images of designs may be used for promotional purposes. **Incomplete applications will not be accepted. Please read application entirely before submitting your entry.**

### DESIGNER PARTICIPATION LEVELS

In addition to the runway exposure, each designer will receive the following for their participation:

- Social media exposure: via Trend Alaska Instagram and Facebook pre-show
- Profile inclusion in program (including photo, bio & company logo)
- Complimentary station to sell products during post-show pop-up event
- Complimentary admission for 1 guest
- Access to all media post-event including photos and full-feature video produced by Trend Alaska.

Designers will be required to choose one of three participation levels for the show:

- **TREND SETTER:** 3 - 5 Complete looks in show
- **INFLUENCER:** 6- 8 Complete looks in show
- **EXPERT:** 9 - 12 Complete looks in show



## DESIGNER APPLICATION

Designer/ Artist name: \_\_\_\_\_

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

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

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

Website: \_\_\_\_\_ Instagram handle: \_\_\_\_\_

Phone number: \_\_\_\_\_ Years in business/design: \_\_\_\_\_

Brand statement (1-2 sentences that describes your brand and/or inspiration):

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With this signature, you acknowledge that you have read and understand the requirements above. This signature also acknowledges that you will be required to attend both the dress rehearsal and event in their entirety, should you be selected to participate in Trend Alaska 2024.

\_\_\_\_\_  
(signature)

\_\_\_\_\_  
(date)

### Participation Level: (Circle one)

Trend Setter  
(3-6 looks)

Influencer  
(7-9 looks)

Expert  
(10-12 looks)

### Please provide the following with your application:

- Artist/designer biography.
- Artist/designer headshot.
- Designer or business logo if applicable.
- The Sizing Breakdown Sheet (below) & Pictures or sketches of the looks you plan to showcase with this application.

All applications need to be returned to the Trend Alaska committee by September 1, 2023. Applications may be emailed to [trendakfashion@gmail.com](mailto:trendakfashion@gmail.com).

**SIZING BREAKDOWN SHEET**

In the table below, please provide garment measurements (Bust, Waist, Hip) in inches, and any footwear preferences that you'd like to have your model provide for the show. If your garment requires a specific height or inseam, or if it will require more than 60 seconds for a model to put on, please provide this information under "other notes".

Look Name	Bust (in)	Hip (in)	Waist (in)	Footwear	Other Notes

Please remember: sketches or photos with of proposed collection should be submitted with this application.

Should you be selected, which music would like to use for your runway collection:

Song Name	Artist Name