



youth fashion  
expressions inc.

"Building future careers for the youth of this nation"

PO Box 1866,  
Thuringowa Central  
QLD 4817

All Sponsorship Enquiries: 042 888 7114  
Email: henrypetersen@bigpond.com  
ABN: 902 069 200 43

## Introducing 2010 City of Townsville \$10,000 International Design Awards

Date/Venue: Saturday 10 April @ Townsville Riverway Arts Centre

**Awards Description:** The City of Townsville \$10,000 International Design Awards is an international search to discover talented designers of all of all ages & nationalities whom wish to establish themselves in the fashion industry. They may be a registered label designer, a student studying fashion in a TAFE Institute or design academy or a talented high school student studying home economics.

**How will finalist entrants be chosen:** Only 50 designers will be allowed to compete in these inaugural international design awards. It will be on a first come basis no matter what age them may be or past experience or success they may have achieved. No preference will be given to any designers no matter what other awards they may have won in the past in this country or overseas. So its best to get ones nomination forms in early to ensure your designs will be seen up on the catwalk at these inaugural awards.

**How much prize money will be offered:** A minimum of 15 designers must enter these awards for them to be staged & a minimum of 30 designers must enter for the promoter to offer a maximum \$10,000 in cash prize money. Should only 15 designers enter then only \$5000 in prize money will be offered? If designers want to compete for cash prize money then they simply have to support these awards. For these international design awards to prosper they must be self driven by designers as well as supported by fashion design institutes & academies.

**How will designers benefit from this experience:** The opportunity to compete in any international design awards no matter what part of the world they may be staged in is an experience in itself. Just meeting other designers, learning from each other as well as competing together on our catwalk to fame are the real benefits. Learning how to choose the right models to best parade one's designs up on the catwalk is a real challenge also. Then applying the right make-up or hair style to their chosen models to compliment their designs is another learning experience for any designer. **\* The award winners will receive 24/7 promotion on our web site which attracted 50,000 visits in 2009.**

**How many designs can they enter:** Designers can only enter 3 individual designs in any chosen 3 design categories? There will be 6 design categories they can choose from: **\* Surf Swim Wear \* Tropical Resort Wear \* Street Wear \* Race Wear \* Vintage Wear \* Wearable Art.** For example a designer could enter \* 1 Swim Wear \* 1 Street Wear \* 1 Race Wear. They can be no collection design entries presented all must be single design entries & designers must enter 3 separate design categories. **\* To view these 6 design categories & Judges Design Brief logon: [www.fashionbash.com.au](http://www.fashionbash.com.au) – prize categories**

**How will they be judged:** Each of the 6 nominated design categories will be judged separately. A maximum of 10 points can only be awarded in each. The maximum points any one designer can be awarded is 30 points. Student designers should select the design categories that they are best suited or experienced to enter. It's no use trying to compete in a category that requires years of experience to master. Likewise it's no use for a label designer trying to compete in a category that students are far more experienced in like wearable art for example. We have chosen these 6 design categories to give every designer the opportunity to successfully compete in these awards.

**How much does it cost to enter:** Each designer will be required to either pay an entry fee of \$350 or sell 175 X \$2 art union tickets. Only Australian resident designers can apply for the latter. International designers must pay this entry fee. In the event a designer does not sell all these art union tickets they must pay the balance of entry fee monies owing in cash prior to staging of these awards. Only cheques or money orders will be accepted as payment of entry fees. **\* Nomination forms can be downloaded just logon: [www.fashionbash.com.au](http://www.fashionbash.com.au) – entry forms - prize categories** **\* Naming Rights Sponsorships to these awards are available. All Sponsorship Enquiries: 042 888 7114**

We look forward to your support

Youth Fashion Expressions Inc

Entry Hotline: 042 888 7114

Building Future Careers for the Youth of this Nation.