



## Participant Information Packet

Welcome to the 2024 IIDA Nature Harmony Fashion Show! We are looking for the most creative and innovative styling creations inspired by the beauty of nature. This can be accomplished through curating themed accessories, or it can be as complex as an entire outfit. The scope of the design is up to you! Immerse yourself in the beauty of sustainable design. Where nature's elements and innovative creations thrive. As we showcase unique designs, celebrating our community's commitment to a harmonious and eco-friendly future. Witness extraordinary materials seamlessly blending with nature's wonders. Step into a world where the built environment embraces sustainability with style and grace. The stage is set, lights dimmed—experience the enchanting fusion of fashion and environmental consciousness.

**When:** Friday, May 3rd, 2024

**Where:** TBD

**Time:** 5:30pm–11:00pm; Fashion Show begins promptly at 7:45 pm.

## Team Information

- Teams can consist of a maximum of 6 participants + 1 Manufacturer Representative.
  - 5 Designers (employed by architecture firm, design firm, dealership, end user/facility management, and/or a university.) A seamstress is considered part of the 6 participating members.
  - Model-Only (1) model is permitted to participate per team. Failure to adhere to this rule will result in immediate disqualification. The model does not need to be (21) years old to participate.
  - Team members do NOT have to be from the same workplace.
  - Each team should have (1) Team Captain that coordinates all correspondence with the Fashion Show Committee. Direct all questions to Sydney Smullen ([ssmullen@humanscale.com](mailto:ssmullen@humanscale.com)) or Aaron Collins ([acollins@officeworks.net](mailto:acollins@officeworks.net)).
- Each team will be paired with a Manufacturer Representative. The pairs will be made on a first-come, first-serve basis. A Fashion Show Committee Member will notify each team who their assigned Manufacturer Rep is shortly after registration.
- Teams are required to fill out the Team Form Online:
- Entry fee for a Professional & Student Team is \$500- Event tickets will be sold separately and are not included in the registration fee. As a reminder, the model does not require a ticket.
- Manufacturer Representative will be limited to 1 team and each team will be limited to one representative sponsor. If a manufacturer has multiple representatives each individual representative can sponsor their own team.
- Independent Manufacturer Representative can sponsor only (1) team and work with their multi-line packages.
- Direct all questions to Sydney Smullen ([ssmullen@humadcale.com](mailto:ssmullen@humadcale.com)) or Aaron Collins ([acollins@officeworks.net](mailto:acollins@officeworks.net)).

Deadline for team submissions is **Friday, March 15, 2024.**

- A show run-thru will take place on an agreed upon date and time before the show. One member of each team will be required to attend along with each model. Point deductions will be taken from the overall score if a design team is not appropriately represented.
- Teams are required to submit (3) PowerPoint slides that will be shown prior to the model walking onstage. The committee will format & supply a template by **March 15th, 2024**. Teams will use the slides to convey their concept and design process. (See below for examples)

Slide 1: The Concept Statement (Up to 50 words) and Key Component (*see Ensemble Requirements*)

Slide 2: Inspiration behind the design, inspirational photographs or sketches

Slide 3: The Design Name as well as the team members. This slide will remain on screen while the model is onstage.

Deadline for PowerPoint slides will be **Friday, April 12th, 2024**

- Each team will be able to select the song choice for their models to strut their stuff on stage. The committee can NOT guarantee a specific start time of the song. The DJ will use their discretion for the start of the music.
  - Music must be appropriate and be able to be legally downloaded from iTunes. The committee has the right to deny any song & ask for re-selection.

Deadline for song choice will be **Friday, April 12th, 2024**

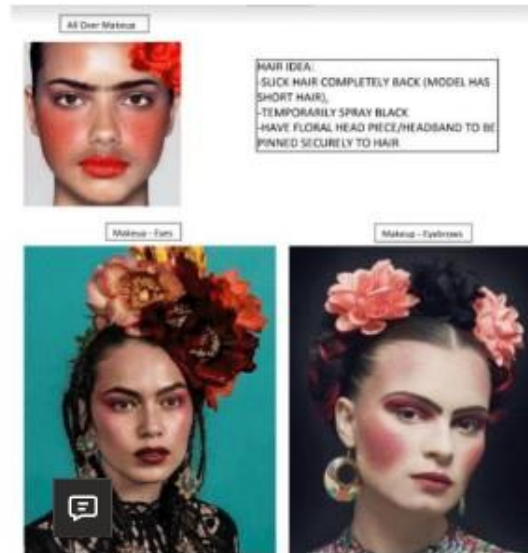
- Hair + Make-up artists will be available the day of the event- participation is optional. If participating, models will need to be available between Noon-5pm on the day of the event.
  - Specific hairstyle or makeup needs will need to be submitted to the committee. Given the timeframe and number of students available, artists have the right to deny certain requests.

Deadline for Hair & Make-Up Ideas is **Friday, April 12th, 2024**

Makeup Idea



Hair Ideas – they will provide the wig to be styled



- One team member may be behind the scenes with the model to serve as a "Helper" on the day of the event. This will be enforced as the area will get crowded. Models will not require a ticket and can join the party after the show. The helper **WILL** need a ticket to the event and must have it upon arrival at the venue. Team members without tickets will not be allowed to enter the venue.
- Food and non-alcoholic beverages will be provided to the model and helper during the day of the event.
- An itinerary will be distributed two weeks prior to the event to all participants outlining the time for the models to arrive and the order for the hair and make-up to take place.

## Ensemble Requirements / Material Usage

Teams are tasked to utilize their Manufacturer Partner's materials and components to create an overall "look". This can be as simple as expressing the look through accessories, designing a symbolic headpiece or "Derby Hat" that celebrates the theme of Natural Harmony, or it can be as fully finished as an entire outfit- the scope of the design is up to you! We encourage all of those who want to participate to use their best judgement when deciding how complex of a design they want to create.

**This is supposed to be fun, don't overthink or overwork yourself!**

- Teams will be asked to declare a **Key Component** to their overall design. This may be an accessory ensemble (scarf, jewelry, etc), a handbag, footwear, headwear or a "Derby Hat, an article of clothing, etc. This **Key Component** will be the focal point of the judge's verdict.
- Teams must use products from their sponsor's company.
  - Utilize a minimum of 50% of your designated material (i.e. carpet, wall covering, laminates, etc.) in your creation. Please use your best judgment.
  - The other 50% may be materials of your choosing. Please use your best judgment.
- Must have a sustainability story behind at least a portion of the overall design.
- Design teams are not limited to the amount or type of manufacturer's materials; however, they are strongly encouraged to consider the cost burden and time requirements when requesting materials.
- Garment(s) must be designed and constructed by the design team.
- Garment(s) cannot be wider than 3'-0" or taller than 6'-7". Models must be able to walk up & down stairs as well as pass through doorways while wearing the garment. Models must be able to go on and exit the stage unassisted. Additional height may be increased to 7'11" if head piece is able to be remove- Any questions, please contact Sydney Smullen ([ssmullen@humnascale.com](mailto:ssmullen@humnascale.com))
- No live animals are permitted in the show.
- No weapons, fire, explosives, or dangerous items are permitted in the show.

## Judging Criteria (50 points total)

- **CREATIVITY (15 points)** –The judges will judge the creativity of the garment's design and material used.
- **CRAFTSMANSHIP/CONSTRUCTION (10 points)** – How well is the garment constructed, keeping in mind the material's difficulty.
- **THEME RELATIONSHIP (15 points)** –The judges will be looking at how well the garment and styling connect back to the nature + sustainability theme.
- **SHOWMANSHIP (10 points)**–Was the model's presentation engaging, memorable and dramatic? Overall model presence on the runway

## Bonus Social Media Points

Teams can earn extra "People's Choice Award" points by posting at least once a week to Instagram, Twitter, and/or Facebook using the hashtag *#IIDA EcoChic*.

- Teams can only earn 1 point for posting each week regardless of the number of times you post or the number of social media outlets you post from.
- Instagram is encouraged if it's "photo" related, Facebook is encouraged if it's "a photo + text + link to IIDA page".
- An additional point can be earned each week if the team includes their own creative hashtag on the post.
- 3 additional points will be awarded to the team that has the most "Likes" prior to the show beginning at 7:45pm. The post must include *#IIDA EcoChic*. and the team's name/hashtag.
- IIDA Communication team will be reaching out to Design Teams to support in this effort as well.

## Awards

- **Best in Show**-The team with the highest overall points from the judges.
- **Most Innovative**-The team with the creativity points from the judges.
- **Encore Award**-The team with the highest points in relationship to the theme from the judges.
- **Peoples' Choice**-Attendees from the event vote throughout the night for their favorite garment as well as the social media points that will be accumulated leading up to the event.

## Additional Information

- If you would like to volunteer on the planning committee you are still eligible to participate in the fashion show.
- No live animals are permitted.
- IIDA has a zero-tolerance underage drinking policy. ID will be required at the door.
- Ticket includes admission to the show & heavy appetizers throughout the evening.
- Teams are responsible for taking their garments and supplies at the end of the night. Anything left will be discarded.
- All questions should be emailed directly to Aaron Collins & Sydney Smullen
- Contact Information: Aaron Collins ([acollins@officeworks.net](mailto:acollins@officeworks.net)) (317) 590-8751 & Sydney Smullen ([ssmullen@humanscale.com](mailto:ssmullen@humanscale.com)) (517) 404-0098