



February 10-15, 2014

OBRFW 2014 Designer Application

Thank you for interest in participating in Oneofakind Baton Rouge Fashion Week 2014. OBRFW merges fashion and entertainment, features top models, wearing spring and summer season clothes provided by local and national designers, celebrity hosts and live performances by popular musicians. It's fashionment! Funds raised will benefit the Louisiana Museum Foundation and scholarships.

OBRFW will be held February 10-15, 2014.

Postmarked Application Deadline: December 27, 2013

Enclosed are the following items: designer application, designer agreement, and release form.

Please include the following with your completed application:

1. Designer bio and 3-5 photos of your most recent completed designs (sketches not accepted)
2. Photo image label name logo via jpeg
3. Designer/company bio
4. Photo of designer(s)
5. Signed Agreement form
6. Include images of your proposed models hair/make-up looks. Also, include three (3) suggested music Selections (Song title and artist's name)
7. Check or money order made payable to **Little Rock Fashion Week, LLC** for the application fee of *\$200 (\$250 to have your information on our website and program book, and/or to have a direct link to your website from LittleRockFashionWeek.com. Add \$50 to have fashion sheets made to be given to guests during your presentation). **For full time students under 18 years old and/or attending an accredited 4 year or 2 year college/university on course to earn a bachelor's or an associate's degree is \$100 (add \$50 to have your contact information included and/or \$50 to have a fashion line sheet created. Verify what is you are paying for in your application.). Must have unofficial copy of transcript showing grades and show proof of current enrollment.

* For a design team of 2 or more individuals, the basic application fee is \$300 (\$200 + \$100).

**Full time student is someone who is enrolled in high school, middle school, elementary school, or college students, working toward earning an associate, bachelor's or post-graduate degree, taking 12 or more hours in the current semester. No age requirements. For a student design team for one (1) clothing line, the basic fee is \$150 (\$100 + \$50).

Note: If designer is denied entry, the full application fee amount will be refunded within 30 days after application deadline. Please format all jpeg images/logos in the 300 DPI format. No photos from camera phones are accepted.

No phone calls. A representative will notify you of our decision via e-mail. Designers will be evaluated based on clothing style, marketability, and on space availability. We have a first come first serve policy, so the earlier you submit your application the sooner you'll have a reserved space at one of our shows.



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Please type or print clearly the following information.

Business/Brand Name

Street Address

City

State

Zip

Website Address

Mailing Address (if different from above):

City

State

Zip

How did hear about us?

Contact person:

Title:

Phone number:

E-mail address:

List the name of backstage assistant(s):

In 50 words or less describe your clothing line or boutique. Include your target buyer (age, gender, etc.). Lastly, accurately explain your process for making your clothes and your background (self-taught or trained). Attach separate sheet, if needed.

Check all categories that apply:

- Accessories
- Athletic
- Bridal

- Full-figured
- Men
- Professional/Business



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- Couture
- Eco-friendly
- Everyday
- Evening

- Urban
- Women
- Youth
- Other:

(Please specify) _____

Selected 2014 Designers receive:

- Label name and logo appear at BatonRougeFashionWeek.com
- Inclusion in the official OBRFW program
- Designers compete for OBRFW 2014 Clothing Line of the Year honor
- Models to wear fashion line at runway show events
- Product placement opportunities across all media
- Ability to place inserts inside VIP bags
- One (1) ticket to the your particular main runway show
- Hair & Make-up services for runway models

2014 Clothing Line of the Year receives (not limited to):

- Individual webpage at BatonRougeFashionWeek.com website
- Promotion by OBRFW up to one year
- Application fee waived at OBRFW 2015
- Headliner at OBRFW 2015
- Automatic entry to showcase line at the 6th annual Little Rock Fashion Week in July 2014.

OBRFW offers participating clothing companies/brands opportunities to receive maximum exposure in many ways. Please check the areas that you are interested in placing products:

- TV
- Print
- Personal
- Appearances
- Celebrities
- Executive Producer
- Preview shows
- Press Conferences

OBRFW designers/boutiques must produce a quantity of **8-16 fall/winter season** looks. Please tell us, if selected, what number of looks, you would display and give the gender breakdown for models you'll need. **(NOTE: Think before you write. Be as accurate as possible and describe in detail models' heights, sizes, and features that you desire for your line. These descriptions can't be changed without Producer's approval)**

Please name any work obligations, health concerns, travel issues and any other schedule conflicts that could interfere with your participation. Include work schedule. Also, list any allergies you have that we should be aware of.



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Agreement

I _____ (designer or company executive's name) agree to participate in fashion shows and events produced by Oneofakind Baton Rouge Fashion Week/Little Rock Fashion Week, L.L.C. ("Producer") and its partners.

I agree to provide all necessary materials listed in application and agree to meet deadlines.

I agree to adhere to fitting schedules given by Producer.

I agree to produce a minimum of 8, but no more than 16 spring and/or summer season specific garments that have never before been seen at any runway show or event produced in Louisiana, and featured on an Louisiana based website. The producer will approve the number of looks I present.

I agree to present my created garments, and not clothing produced by another designer or purchased from another store. My failure to abide by this will result in my automatic disqualification from being "Clothing Line of the Year" and 1 year ban from all OBRFW events and media mentions.

I agree to notify fashion coordinator with any issues, conflicts, sicknesses, tardiness, absences that might be detrimental to production at least 24 hours before scheduled event.

I agree to represent Oneofakind Baton Rouge Fashion Week and myself with the utmost dignity.

I agree to attend a minimum of three (3) OBRFW 2014 events, if chosen to present my line. Number includes shows that I am showing my fashion line.

I agree to start promoting OBRFW 2014 Model Casting Call event through usage of status updates and publishing flyer image via my social media websites and my personal website within no later than 2 weeks of event and continuously, leading up to the event day.

I agree to promote OBRFW 2014 and the show that I am scheduled to present my line at via my personal website and social media profile page(s). Starting January 13th, I agree to at least promote OBRFW events once per week via my social media websites.

I agree to show respect to Producer, partners, volunteers, models and other show participants. Producer agrees to reciprocate respect.

I acknowledge that I am responsible for all travel, hotel room, and food expenses.

I acknowledge that Producer has the right, at its sole discretion, to add event dates, change production schedules and make cancellations.

I agree to participate in a minimum of one (1) OBRFW preview event by showing 2 to 5 outfits from a previous line at an event during OBRFW 2014. I acknowledge that Producer has the right, at its sole discretion, to decide which preview and/or media events I will be showing my clothing line.

I acknowledge that Producer has sole discretion to accept and/or deny any designer/boutique participation in the event of non-compliance to this agreement. In the event that I am dismissed due to my failure to comply with rules and guidelines, my application fee is non-refundable. My application fee is non-refundable if I cancel my participation, at any time.



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I acknowledge that if I do not provide three (3) music suggestions in a mp3 file or another music file for my segment by **January 13, 2014**, Producer will have the right to select my music at its discretion.

I acknowledge Producer gets final decision on music played at fashion events.

I acknowledge, that if selected, I **MUST** have product completed by **February 3, 2014** and have product ready to be viewed by Producer. Out of town designers, residing 2 hours or more in driving distance from Baton Rouge must send images via e-mail of their designs on **February 3, 2014**.

I acknowledge that no designs seen and approved by Producer prior to the runway events will appear on the runway. Not following this rule will result in my automatic disqualification from being "Clothing Line of the Year" and 1 year ban from all OBRFW events and media mentions.

I acknowledge that Producer has sole creative control of productions and control of designer's show placements. I can't contend my show placement and order of appearance.

I acknowledge that Producer selects models to participate and any models I desire to use must attend OBRFW's model casting. **NO MODELS WILL BE ADDED AFTER MODEL AUDITIONS. I understand that Producer chooses models to model my clothing line at OBRFW.**

I accept that all decisions on award recipients are final and I have no right to contend.

I accept that Producer will determine show line ups. I will provide producer with a suggested order of appearance of my designs that models will wear prior to the first runway rehearsal.

I acknowledge that Producer has the right to add models to my runway line-up, dismiss models from my runway line-up and can allow models to walk multiple times in a OBRFW event with different designers.

I acknowledge that the Producer will determine the show choreography and the timing of the models walk. I will not interfere with Producer by coaching models or changing models' runway walk or poses. I understand that I, as the designer, will be allowed to appear on the stage during my finale and **NOT** my assistant(s).

I acknowledge that interfering with the timing of the models walk, coaching models in order to change models' runway walks or poses without Producer's approval will result in disqualification of my label from being "Clothing Line of the Year" and a one year ban from OBRFW events and media mentions.

I understand that any creative ideas or suggestions in regard to show production must be sent via e-mail to fashion coordinator and executive producer prior to events and rehearsals. I agree to not pitch ideas or make suggestions at rehearsals or events.

I understand that attending model calls is not required, however, it is encouraged. Any model suggestions must be e-mailed to fashion coordinator within 24 hours following final day of model call.

I understand that accessories (purses, jewelry, scarves, etc.), if I choose to use them to be placed on models during my fashion presentation, must come from OBRFW 2014 participating sponsors and/or vendors. If I use unofficial OBRFW vendors or sponsors in runway presentation, my line will be disqualified from being "Clothing Line of the Year." Non-official vendors must be pre-approved.

I acknowledge that I am responsible for all my garments. Producer is not liable and not



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financially responsible for any lost, or stolen, or damaged garments or accessories.

I acknowledge that Producer is not liable for personal losses, injuries and fatalities to participants.

I acknowledge that I must submit images and descriptions of my finalized hair and make-up look suggestions to proper coordinator by **February 3, 2014**. Failure to meet this deadline will result in Producer choosing hair and make-up looks for models wearing my clothes, and I'd have no right to contend.

I understand that I must arrive at the venue, with all my garments, the day of event that I'm showcasing my clothing line in at 4:30 pm, unless instructed otherwise by coordinator.

I acknowledge, if desired, that I am responsible for providing models' hair extensions and faux eyelash extensions to complete my individual model looks, unless told otherwise by Producer.

I acknowledge that I am allowed up to two (2) backstage representatives to assist with collecting garments and dressing models. Assistants' names must be e-mailed to coordinator by **January 13, 2014**. If OBRFW does not receive the names by deadline, it has the right to NOT allow assistants backstage.

I agree to contact the assigned personnel from model coordinating department directly with any model related issues, requests, schedules, bookings, photo shoots, fittings; NOT the model(s). If a model contacts me directly, I will notify the model coordinating department immediately. Any breaking of these will result in my line being disqualified for competing for "Clothing Line of the Year."

I understand that my direct contact is the fashion coordinator, unless mentioned otherwise in agreement. If I am unable to reach coordinator within 48 hours by e-mail or phone, I understand that I then should contact the appropriate fashion assistant. If within 24 hours I do not get an answer from the fashion assistant, THEN I will contact the executive producer via e-mail to get my question or issue resolved. Also, I agree to respond to fashion coordinator and/or Producer staff e-mail and phone communications within 48 hours. I acknowledge that prompt responses are needed for various issues or inquiries.

I acknowledge that Producer is not responsible for replacing lost or stolen comp tickets that are issued to the respective OBRFW event that I am presenting my fashion line.

I understand that OBRFW schedules all model fittings. I agree to attend OBRFW's scheduled fittings. I understand that if I miss the scheduled fitting that I can't reschedule and/or coordinate a separate fitting with models.

I understand that backstage photography and recording backstage occurrences by me and/or my assistants are prohibited. Failure to follow this agreement will result in my line being disqualified for competing for "Clothing Line of the Year."

I hereby grant Producer the universal and perpetual right to use my name, biographical information, photographs, and likeness across all media without any limitation in connection with Oneofakind Baton Rouge Fashion Week for all purposes, without limitation, in connection with promoting and advertising.

I acknowledge that OBRFW is a photographed and videotaped production, which is owned exclusively by Producer (Read release below).



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For good and valuable consideration herein acknowledged as received, I, being the legal owner of name, logo, property, or having the right to permit the taking and use of photographs and videos does irrevocably grant to Producer, his/her agents, heirs, legal representatives, and assigns the full perpetual rights to take and use such photographs and videotapes in advertising, trade, or for any purpose.

I also consent to the use of any printed, photographed, videotaped matter in conjunction therewith. I hereby waive any rights I may have to inspect or approve the finished product or products, or the advertising copy or other published and videotaped matter that may be used in connection therewith, or the use to which it may be applied. I hereby releases, discharges, and agrees to save harmless and defend Producer, his/or her heirs, legal representatives, and assigns, and all persons acting under its permission or authority, or those for whom it is acting, from any liability by virtue of any blurring, distortion, alteration, optical illusion, or use in composite form, whether intentional or otherwise, that may occur or be produced in the taking of said picture or in any subsequent processing thereof, as well as any publication thereof, even though it may subject Producer, his/her/its heirs, representatives, successors, and assigns, to ridicule, scandal, reproach, scorn, and indignity.

I hereby warrant that I am a legally competent adult and have every right to contract in his/her own name in the above regard. The undersigned states further that I/We have read the above authorization, release, and agreement, prior to its execution, and that I fully familiar with the contents thereof. If the undersigned is signing as an agent or employee of a firm or corporation, the undersigned warrants that he/she is fully authorized to do so. This release shall be binding upon the undersigned and his/her/its heirs, legal representatives, successors, and assigns.

I have read, understand and agree to the guidelines and points stated in this agreement.

Sign name: _____ Dated: _____

Print name: _____ Telephone: _____

IF UNDER AGE 18,

I hereby warrant that I am the parent and/or legal guardian of (_____). I have read, understand and agree to the guidelines and points stated in this agreement.

Sign name: _____ Dated: _____



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Mail or e-mail registration fee, application and company materials to the address below:

Little Rock Fashion Week, L.L.C
P.O. Box 7415
Little Rock, AR 72217
joinus@littlerockfashionweek.com

For your convenience, you may pay on-line via PayPal at LittleRockFashionWeek.com or by transferring funds to joinus@littlerockfashionweek.com.

