



Call For Entry

Unleash your creativity for fashion and immerse yourself in the world of surrealism. Show your support and creativity at this year's IIDA Southwest Chapter Couture presented by *Sherwin Williams*.

Friday November 8, 2024, at Warehouse 215.

Your design team will be creating and showcasing your products through a unique fashion ensemble to be revealed through a runway show.

Award Categories

Best Craftsmanship

Best Prêt-à-Porter (*most wearable*)

Haute Couture (*most Fabulous*)

People's Choice (*voted on by audience during event*)

Best Manufactures Product Integration

Best Styling (*hair and makeup*)

Best Theme Interpretation

Best Student Team (*Student Team*)

Best of Show (*Professional Design/Vendor Team GRAND PRIZE!*)

Best Collaboration (*Manufacture and Firm*) (*self-nominated by teams voted by couture committee*)

Best Dressed Guest Representative (*voted by couture committee at event*)

Your team's logos (design firm and vendors) will be displayed as your model walks the catwalk. During the show, a panel of prominent design and community personalities will judge your fashion.

Pairing Options:

IIDA SW 2024 Annual Patrons received 15% off their total entry as part of their patron package.
Non-IIDA SW members pay a \$150 participation pairing fee.

Self-Selected Pairing:

(1) Design firm and (2) manufacturers (same vendor or two different vendors) can self-select each other for competition and reveal the team at the Pairing Party.

| | |
|---|-----------------|
| Vendor rate (2 vendors required) \$500 per vendor ----- | \$1,000 |
| *1 multi-line rep can represent both vendors | |
| + | |
| Design Firm (1 firm) ----- | \$500 |
| Total team registration: ----- | -\$1,500 |

IIDA Assisted Pairings:

(1) Design firm and (2) manufactures (same vendor or two different vendors) will be registered and assigned by the Couture committee at the Pairing Party.

| | |
|---|-----------------|
| Vendor rate (2 vendors required) \$350 per vendor ----- | \$700 |
| *1 multi-line rep can represent both vendors | |
| + | |
| Design Firm (1 firm) ----- | \$350 |
| Total team registration: ----- | -\$1,050 |

Student Pairing:

1 Student team per University, Vendor and product to be provided upon registration. -----\$150

No hard or soft surface requirement. Vendors can be any 2 distinct lines of product.
 Teams will receive their Sherwin Williams ColorMix color at the Pairing Party with the color of garment to be based on for award consideration.
 Hair and Makeup to be provided by IIDA SW to teams as part of registration cost day of event.
 Registration fees includes entrance tickets to attend the event:

- Registered vendors up to (2) total tickets per registration. Tickets assigned to participating vendors are non-transferable.
- Design Teams (4) total tickets per registration. Including Model (1) and Model Assistant (1) Non-transferable

Q and A virtual call will be hosted by James Bailey VP of IIDA SW Membership for any section questions prior to the Pairing Party. Q and A date will be advertised on IIDA SW social media and newsletter.

Guidelines & Registration:

Your team will need to:

Go online to

https://iida-swc.ticketleap.com/2024-iida-sw-couture/dates/Nov-08-2024_at_0530PM to register!

Couture 2024 Registration Starts **May 22, 2024** Ends: **June 20, 2024**

You will need:

1. Your Contact Information
(IIDA Membership Number, Your Firm or Manufacturer's address, team point of contact)
2. Payment of the Registration Fee prior to **June 27, 2024** 5pm local time

Vendors must be able to provide enough product for the team to create a runway piece. Each runway piece will consist of up to (2) manufactures/vendors. 75% of the runway piece must consist of (2) manufacturers products.

Please contact James Bailey VP of Membership Southwest Chapter at iida.membership@gmail.com, Email header: IIDA Couture 2024 Guidelines Questions, if you have any questions.

Milestone Deadlines

Vendor and Team registration **June 20, 2024** to participate in event

Submit your team's company logo by **July 1, 2024**

Please e-mail your company's logo to iidasw.membership@gmail.com for display during the event. If more than one firm is participating on the team, we ask that a logo for EACH firm be submitted. Logos will be accepted in the following formats: .jpeg, png.

Vendor material order due date **August 14, 2024**

Submittal of concept design sketch **September 18, 2024**

Team concept board due **September 25, 2024** (*to be displayed at cocktail hour*) sponsored by *Daltile*.

Hair and Makeup consolation, TBD location and date

Event **November 8, 2024**

Pairing Party

Pairing party information below. Event guidelines, updates to rules/regulations and answers to your questions will be addressed at this event.

Date: June 27, 2024
Time: 5:00pm
Location: Daltile Showroom
2040 W Rio Salado Pkwy
Tempe, AZ 85281

At least (1) member of the design team and all team vendors are required to attend the Pairing Party. Las Vegas, Albuquerque, and Tucson City Centers to receive a virtual link to Pairing Party as response to registration.

We will be reviewing important guidelines for materials and reveal team **Sherwin William ColorMix 2024** colors.

Event Rules

The Challenge: Create a Surreal runway piece while working and staying within budget. Material Vendors are donating considerable amounts of time and money for the materials that will be utilized in your runway creation; please remember to collaborate and include your vendors. Remember you are in this together.

- Use only running line materials (i.e., no custom colors or pattern). If you have any questions please talk to your vendor.
- Please make sure you allow enough time when ordering your materials (refer to the event checklist and deadlines).
- Make sure you communicate with your vendor for products they can or want to provide. They may have limits to the dollar amounts they can spend on these types of events.
- Please request only the amount needed for the runway piece and a small margin for error.
- If you are unsure as to how much material you need, a suggestion is to check out a local fabric store like Joann's and look at patterns that would closely match the yardage needed.
- All your design and fabrication of the garment is the sole responsibility of your design team and vendors. No outside sourcing such as a seamstress is allowed.
- The structure for your garment must be made from raw material. You are not allowed to purchase clothing and modify it to fit your design, although you may enhance it with other items to reflect your overall design intent.
- Each team will be assigned a color pallet from the Sherwin Williams ColorMix 2024. We require 75% of your garment to adhere to the Sherwin Williams color of the year for your team.
- No props can be used, ie., stilts, animals, etc.
- The Couture Committee will be checking in with the Design Teams and Vendors during the summer.

Award Eligibility Requirements

The judges will have an opportunity to preview your outfits the day of the event. They will be looking to see if your team has met the following requirements: Judges have subjective rights and creative liberties in awarding teams in all categories.

- Your team's model must be a participating member of your design team.
- Your assigned material product and theme must be clear to the judges. It is understood that some other connective materials will be necessary for the construction of the garment, but your assigned materials must be clearly defined.
- Your materials must stay within the Sherwin Williams ColorMix 2024 palette for 75% of the garment.