

NEWH Orange and San Diego Counties Regional Groups'
**HOSPITALITY FASHION CHALLENGE:
DESIGN IN A BOX**

@ **BD** | WEST

FLUXX SAN DIEGO, CA - WEDNESDAY APRIL 8, 2015 - 6:30-8:30 PM

THE FASHION DESIGN CHALLENGE:

Create a garment (for a woman or man) and one accessory (i.e. purse or tie) from a "box of material ingredients" provided by BDwest exhibitors and sponsors and packaged by the Boutique Design team.

Each box will contain:

- Fabric/textiles (different types and enough material for a garment)
- Accessory items, i.e. metal/laminate/glass/tile chips, tassels, trimmings
- Carpet/wallcovering
- Misc. items

APPLICATION INFORMATION

- Interested parties please apply at www.boutiquedesign.com/fashionchallenge2015 by Friday, January 9.
- All applications will be considered and no more than 15 teams will be selected. Teams will be notified by Friday, January 16. Teams chosen to participate will also be listed on boutiquedesignwest.com.

COMPENSATION CONSIDERATIONS:

- **Boutique Design** will provide a 1-night stay in San Diego for each team member (up to three, including a designated runway model) and a **\$500 American Express Gift Card** for supplies.
- Participating design teams will be featured in the pages of *Boutique Design* and in BDwest promotional materials. The winner and finalist will be profiled in the *Boutique Design* post trade fair edition.
- Complimentary admission for up to three team members to the NEWH Hospitality Fashion Challenge event on April 8, 2015.
- Complimentary registration to BDwest

THE PRIZE:

The winner will receive a \$3000 cash prize. Finalist will receive a \$1000 cash prize.

THE JUDGES:

Hospitality owners/developers to be selected

THE PROGRAM:

Hospitality Fashion Challenge Live Show will take place at Fluxx, San Diego from 6:30-8:30pm to an audience of over 400 design professionals, hospitality firm owners/developers and manufacturers. Hospitality Fashion Challenge Runway Show will begin at 7:00 pm. Judges will select the winner and finalist based on creativity, innovative use of material, craftsmanship of construction and runway performance.



THE PROCESS:

- Design teams will receive their “ingredient box” no later than **February 13**. The box will contain materials mentioned above and each material item will be marked with manufacturer’s name/product.
- Design teams must consist of a minimum of 2 participants actively employed by a hospitality design or architectural firm. Each professional participant should be from the same firm.
- Design teams are required to produce a single 20x30 board that includes the finalized concept statement with supporting vocabulary, inspiration images, material/color selections, and material to be used (name of product/manufacturer) in the final garment. The back of the board should include the design team roster and the respective firm. Boards will be used during the pre-judging and post-event promotion/press. Formatting of the information is at the discretion of the team. Also, a sketch of the final garment is required. This is a separate item and not to be included on the board. Teams are required to submit a digital image of the concept board and preliminary sketch of the final garment **by March 13th**.
- Design teams must select a team member as its model for the Hospitality Fashion Challenge Runway. The model will be participating in the pre-show events as well as the fashion show.
- Design teams are required to construct one garment and accessory item, i.e. purse or tie.
- Design Teams must use at least one provided product from each manufacturer.
- Pre-show requirements: the following must arrive by Wednesday, April 1 (address to be advised).
 - Concept Board
 - Garment Sketching
 - List of material including manufacturer name used from the ingredients box.
 - Make-up/hair map (optional)
- Day of event, April 8: (final schedule will be provided)
 - Models must be available beginning at 1:00 PM.
 - Hair and makeup to be done at the Paul Mitchell School San Diego.
 - Dress Rehearsal at event site (model and one team member required to participate).
 - Design teams are to join their models at event site no later than 5:00 PM.
 - A staging area (green room) will be provided and make-up, supplies, and food and beverages will be available.
- The final garment (to be protected in plastic garment bag and labeled with team name) must be hand delivered to the event site before the show rehearsal.
- Design teams’ garments will be auctioned during the event along with an opportunity for the winning bidder to meet with the design teams at a later mutually agreeable date/time. Each design team agrees to donate an hour of their time to winning bidder. **100% of the auction item(s) proceeds will benefit NEWH Orange and San Diego Counties Regional Groups.**
- The BD and NEWH team will be responsible for event logistics, lighting and music. If you’d like specific music please contact Jessica Wasmer at jwasmer@innovationsusa.com
- The Boutique Design event manager, working with the NEWH Hospitality Fashion Challenge committee, is responsible for overseeing the project, working with design teams, judges and event technicians on the execution of Hospitality Fashion Challenge: Design in a Box.
- Our Masters of Ceremony to be determined.



7 CONSTRUCTIONS AND MATERIAL GUIDELINES:

Fabrication of the materials into a garment is the sole responsibility of the design team. The team is encouraged to assemble the garment using any means necessary. However, outside help is allowed at the team's expense. The garment needs to be constructed securely to ensure no "wardrobe malfunctions" will occur. The design team has the final decision on the direction and final production of the garment.

7 PROFESSIONALISM:

Design teams should be aware that this is a high profile event. Each team will be representing its respective firm and the architectural and interior design community. The garment must be tasteful; no exposed breasts or bottoms.

7 MATERIAL SELECTION AND USE:

Design teams are limited to material provided in the "ingredients box", however, if additional materials are needed; please contact Keisha Byrd, keisha.byrd@stmediagroup.com or 513.263.9341, at Boutique Design for assistance in securing additional material items.

7 QUESTIONS? CONTACT:

Christine Wasmer at wasmer@roadrunner.com or 714-670-0381

Michelle Finn at michelle.finn@stmediagroup.com or 312-961-2772

Keisha Byrd at keisha.byrd@stmediagroup.com or 513-263-9341



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