



# "Fashion Diva" Challenge 2012

## The Retro Dress

Abbotsford Tradex March 23rd to 24th

For more information: [www.creativestitchesshow.com](http://www.creativestitchesshow.com)  
[www.sewingprofessionals.org](http://www.sewingprofessionals.org)

# “Fashion Diva” Challenge 2012

Is the

## 50’S Retro Dress

Hosted by BC Members of the  
Association of Sewing and Design Professionals



1<sup>st</sup> prize donated by  
Castle’s Sewing



PQ – 1500S

2<sup>nd</sup> and 3<sup>rd</sup> prize to be announced.



Gala Fabrics is supplying the 6 finalists with a \$50.00 gift certificates each to purchase fabric to create their Retro Dress at the Abbotsford Creative Stitches and Crafting Alive Show.

Sketches must be submitted by February 15<sup>th</sup> 2012

The fabric available for the participants will be cotton. There will be no machines available to sew knit fabrics so please keep this in mind when designing your dress.

For more information

<http://creativestitchesshow.com>

[www.sewingprofessionals.org](http://www.sewingprofessionals.org)

Please submit any questions to Brenda Breitenmoser at [binamaiya@gmail.com](mailto:binamaiya@gmail.com)

# “Fashion Diva” Challenge

## Hosted by BC Members of the:



A Professional  
Association Dedicated to  
Inspiring Quality Sewing  
and Design Through  
Education and Mutual  
Support

Be a Fashion Diva and create a garment for the fashion show at the Abbotsford Creative Stitches & Crafting Alive!! Show on March 23<sup>rd</sup> and 24<sup>th</sup>. 2012

### Below are the rules:

1. To be a finalist, you must qualify by proving you are currently enrolled in a Sewing and Design Program in a University, College, Fashion Institute or have graduated from one of these institutions within the last 3 years.
2. You must be 18 years of age or older and be a resident of Canada.
3. You must have all the sewing skills needed to sew a fashionable garment and have it fit a model. Pattern-drafting skills are necessary.
4. Fill out the entry form and send it with a \$25.00 non-refundable jury fee and 1 fashion sketch following the theme of the challenge.
5. The Theme of the Challenge will be announced on February 1<sup>st</sup> along with prizes to be awarded and an outline of the materials that will be available at the show.
6. Sketches must be scanned and emailed in PDF format to [sec.asdp@gmail.com](mailto:sec.asdp@gmail.com) no later than February 15<sup>th</sup> all entrants will be notified by March 1<sup>st</sup>, 2012 if they are one of the 6 finalists.
7. Your sketch will be judged by a member of the Association of Sewing and Design Professionals and other esteemed fiber artists/sewing professionals who have been selected to judge all entries
8. The 6 finalists chosen will compete for the 3 top prizes.
9. All transportation costs and accommodation are the responsibility of the finalists.
10. Contestant will be allowed to bring a limited number of sewing and pattern drafting supplies. More details will be given to finalists, when chosen. Contestants will arrive on Thursday, March 23<sup>rd</sup> for space, model assignment, and orientation.
11. The Challenge will start Friday Morning at 8:00 am. where each person will be given the same amount of “Fashion Diva” dollars to spend on supplies at the sewing and craft booths on the show floor. Then each finalist will have till show closing on Friday to work on their challenge garment.
12. Contestants return Saturday, March 24<sup>th</sup>, 2012 at 8:00 am to work on completing their creation, fitting with the models will be at 1:00 with the judging starting at 2:00.
13. Announcement of winners will be at the “Fashion Diva” runway show.
14. Top 3 winners must be available until 7:00pm Saturday, March 24<sup>th</sup>, 2012 for a photo shoot, interviews and to receive prize warrants.

15. Employees of CanNorth Shows Inc., executive members of the Association of Sewing and Design Professionals, organizers and sponsors are not eligible to enter.
16. The contest will take place under the supervision of the Sponsors. A member of the Association of Sewing and Design Professionals and other esteemed members of fiber artists/sewing professionals will be selected to judge all entries. Prize winners will be selected for originality, adherence to selected theme, workmanship, creative use of materials and overall design execution. Participants agree to be bound by these rules and the decision of the judges, whose decisions are final. All winners and qualifying finalist entries will be on display at the Sewing and Craft show web site and the Association of Sewing and Design Website within 1 month of the closing of the show.
17. Sponsors make no warranties with regard to the prizes. Prizes are not transferable. No prize substitution is allowed by the winner, but Sponsors reserve the right to substitute a prize of equal or greater value due to prize unavailability. Prizes are not redeemable by winner for cash value.
18. Entry constitutes permission to use the winner's name, picture, likeness, city and province of residence for purposes of trade, publicity or promotion for no additional compensation except where prohibited by law. Submission of an entry constitutes entrant's consent to irrevocable assign to sponsors any and/or modify the entry in any way and in any and all media, without limitation and without compensation to the entrant.
19. The winner may be required to execute an Affidavit of Eligibility, a Liability Release and where lawful a Publicity Release.
20. All entrants release the Sponsors, Show Management, their affiliates, parents, subsidiaries, directors, officers, employees, and agents and all other associated with the development and execution of this from any and all liability from injury, loss or damage of any kind resulting from participation in this promotion or acceptance or use of any prize.
21. Failure to execute and return any requested document within 14 days of postmark, or return of notification or prize as undeliverable may result in forfeiture of prize and an alternate winner will be selected.
22. Void where prohibited or restricted by law. All Provincial, Local and Canadian regulations apply.
23. The Prizes to be won will be announced by February 1<sup>st</sup> 2012 and will be posted on [www.creativestitchesshow.com](http://www.creativestitchesshow.com)

The Association of Sewing and Design Professionals also thanks **CanNorth Shows** for their support in supplying the space, and the opportunity for us to offer this challenge to the up and coming BC designers.

**Association of Sewing and Design Professionals  
Photo Release**

The Association of Sewing and Design Professionals ("ASDP") conducts classes, lectures, exhibitions, fashion shows, and other events (the "Events"). From time to time, the Events are photographed or otherwise recorded.

You (the "Participant") are interested in participating in the Events. By participating as either an instructor, a student, a model, a designer, or an observer, etc., you irrevocably agree to allow ASDP to record, describe, and/or portray your participation in the Events and to use your name, likeness, and to portray your sewing projects in connection with the recordings of the Events.

You agree to refrain from recording, describing, and/or portraying (or allowing others to record, describe, and/or portray) the ASDP Events and Event Participants, and/or to use the names and likenesses of any of the Event Participants in any way without the prior written approval of ASDP. ASDP members may record their own sewing projects at the Events and have the right to use Participants' names and likenesses in connection with their sewing projects as contained in the Event-related recordings.

ASDP (and its licensees, assignees, and/or successors-in-interest) will have the right to reproduce, display, publish, advertise, promote, and distribute any part of the Event-related recordings (and the transcripts thereof) via any technology, known or unknown, in any manner whatsoever and in any language throughout the world.

You hereby irrevocably release ASDP from any and all claims you may have at any time arising out of or related to the Event-related recordings, including, but not limited to, right of privacy/publicity, libel or defamation, and/or copyright infringement claims.

Participant:

I HAVE READ THIS ACKNOWLEDGEMENT AND RELEASE AND I FULLY UNDERSTAND ITS TERMS. I UNDERSTAND THAT PARTICIPATION IN THE EVENTS IS CONTINGENT UPON MY EXECUTION OF THIS RELEASE AND I SIGN IT FREELY AND VOLUNTARILY WITHOUT ANY INDUCEMENT.

Participant's Name (please print): \_\_\_\_\_

Participant's Signature: \_\_\_\_\_

Date Signed: \_\_\_\_\_

Over the age of 18 (check one): YES \_\_\_\_\_ NO \_\_\_\_\_