

Villains

IIDA Orange County City Center Presents The 16th Annual Fashion Show

2016 FASHION SHOW RULES

Congratulations on becoming one of the talented Design / Student Teams for the IIDA OC Haute Couture Fashion Show! This year we are introducing a new format our event. The Fashion Show ensembles will be created and worn on the runway all in a matter of hours. The show will be the evening of July 21st at the Harborside Grand Ballroom at the Balboa Pavilion. Please read our rules for this year as they have been changed. If you have any questions or need further clarification please feel free to contact Jen Conklin (jennifer.conklin@iida-socal.org) or Bobby Trujillo (btrujillo@systemsresource.com)

DESIGN TEAMS / VENDOR SPONSOR GUIDELINES

This year, teams and sponsors are partnering up on their own. If you need help finding a sponsor, or a design team, please contact Anne Murrell (anne@tlcca.com). Please keep in mind that your vendor is a part of your team. Not only are they donating time and materials for your design, but they are also donating a considerable amount of money in sponsorship for this event. Many vendors have strict budgets. We understand the hard work that you will put into creating your fashion show masterpiece and know that you want it to be amazing, but we ask that you be conscious of your sponsor's available resources. We are recommending that you have a kickoff meeting with your sponsor to discuss your ideas and their budget prior to the Unveiling of the Villains.

KICK OFF EVENT – UNVEILING OF THE VILAINS

The Unveiling of the Villains event will be held outdoors at **The Vine at LPA on Thursday June 23rd at 6:00pm**. The address is 5161 California Ave, Irvine, CA. This event is intended for the participating members of the Design and Student teams, their sponsors, and event sponsors. While we will be building anticipation for the upcoming Fashion Show and providing teams the opportunity to meet and mingle with their sponsors, we will also be reviewing the new Fashion Show rules, presenting each team with the approved clear bin for their construction materials, and facilitating the highly anticipated category drawing.

We will be drawing numbers to determine the order in which your team will select your character. This order will also be used to determine the runway walking order. (ex. If you select your villain first, you walk the runway first on the night of the show.)

You will be required to have at least one person from your team present at the Unveiling of Villains event. If there is no team representation, your runway order and character will be selected at random for your team.

Tickets will be issued to your team sponsor for your entry to the event. You must have a ticket to attend.

FASHION SHOW GUIDELINES

With the new format, all construction of the outfit will be created once the event begins, on site. The event will start with the fabric grab and teams will break out into their designated area and will have **one and a half hours** to complete their outfit construction. Planning documents and a strategic plan for the day of is highly recommended. Suggested team back stage can consist of one vendor sponsor, model, and six helpers per team. A maximum of 8 team members will be allowed backstage (in the construction area) prior to and during the show, including team sponsors.

Each team is challenged to construct an outfit made primarily from the fabric grabbed at the start of the event. Teams will be provided with a clear tub at the Unveiling of the Villains event. What you fill this container with is at the discretion of the design team with few restrictions. You will be allowed to fill the contents of this container with products to help with the construction and creation of your villain. A great place to start looking to fill your container with is your materials library. Note that overfilling the tub will not be allowed and the provided lid must fully close.

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16TH ANNUAL HAUTE COUTURE

Villains

Upon arrival, each team will be provided with the following tools to aid in the construction of your outfit:

- Stapler (with staples)
- Duct tape
- Clear packing tape
- Two sets of scissors
- Velcro
- Pins
- Fasteners
- String/ Rope
- Binder Clips

Due to the time constraints, a base layer will be allowed for your model. It should be non-descript and of neutral color. We advise that the model comes dressed in the base layer. Only undergarments and base layer will be allowed as non-fabric grab or sponsor's material for the outfits.

You are allowed to add props to enhance your creation, but they must fit in the provided box. Props that are unsafe, or could be a liability will not be allowed. Prop approval will be at the sole discretion of the Fashion Show committee heads. No additional fabric, glitter, or confetti will be allowed to be brought into the event. If you are found bringing in unapproved items, you will be disqualified and your sponsor may potentially incur additional costs for cleaning. If you have any questions about approved items that you can bring for construction, please clarify with Jen or Bobby. Talk to your sponsor first to find out what their company is able to provide. It is at the manufacturer's discretion as to what they can furnish.

THE DESIGN AND FABRICATION OF THE GARMENT IS THE SOLE RESPONSIBILITY OF THE DESIGN TEAM. NO OUTSIDE SOURCES ARE ALLOWED FOR THE FABRICATION OF YOUR OUTFIT. NO PROFESSIONAL SEAMSTRESS/TAILORS MAY BE USED. EVERYONE WORKING ON THE ENSEMBLE, INCLUDING THE MODEL, (WITH THE EXCEPTION OF THE SPONSOR) MUST BE EMPLOYED BY THE DESIGN FIRM.

PLEASE NOTE: NO OUTSIDE FOOD OR BEVERAGE MAY BE BROUGHT INTO THE VENUE.

MODELS

Each team can have up to four models on the runway, maximum. The sponsor is permitted to participate on stage. Extra points will be awarded for Design Principal Participation during the construction process and/or an appearance on the runway. Extra points will also be given to any design team that provides proof of purchase from a member of the design team for a **NEW** IIDA membership prior to the fashion show.

MUSIC / PERFORMANCE

Design firms **may** submit music for their runway debut. Due to the challenging time constraints, we recognize that ensembles may not be as elaborate as in years past. Therefore, we encourage teams to coordinate a simple, yet engaging performance to share with the audience. **PLEASE NOTE: MUSIC SUBMISSION AFTER 5 PM ON JULY 1ST WILL NOT BE ACCEPTED. SEND TO ANNE MURRELL (ANNE@TLCCA.COM)**

Please make sure all models stay backstage in costume as there will be a grand finale walk, similar to a real fashion show.

HAIR AND MAKEUP

Professional Hair and Make-up are the responsibility of the team and your sponsor. Due to the change in format, professional hair and makeup services will no longer be providing these as a complementary service. We recommend coming to the event with hair and makeup already completed.

PHOTOGRAPHY

Professional photographers, whether still photography or video, will not be permitted on the premises due to strict guidelines enforced by the event venue. IIDA has hired a photographer and videographer for the event, videos will be available for purchase and photos will be able available for download after the event.

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76TH ANNUAL HAUTE COUTURE

Villains

POWERPOINT SLIDE

During the show, as your team is walking the runway, we will display a PowerPoint slide representing your team, sponsor, and chosen character inspiration. You will have the opportunity to create your own slide representing your design team's concept. One slide per team only.

Items to include in your slide are:

- Any words, visuals, sketches and images of inspiration that you feel represent your concept.
- Design Firm's Logo and Sponsor's Logo

Please have your design team slide in PPT and PDF format. Please note that no videos/photos/media will be accepted.

PLEASE NOTE: POWERPOINT SLIDE IS DUE TO ANNE MURRELL (ANNE@TLCCA.COM) BY JULY 1ST.

EVENT MARKETING

The fashion show committee will require a design team and sponsor logo for event Marketing materials. Please provide an EPS file or high resolution PDF file of your company logo. **PLEASE SEND TO ANNE MURRELL (ANNE@TLCCA.COM) BY JULY 1ST.**

JUDGING

The panel of judges will be rating the teams on their runway performance. They will be looking for creativity, craftsmanship, relevance to character, and overall presentation on the runway.

STUDENT TEAMS

Student Teams will be judged separately from Design Teams. Student teams will also need to attend the Unveiling of the Villains and the Fashion Show. Student teams will adhere to the same rules as above. Only one team per school will be allowed.

TEAM PARTICIPATION AT THE FASHION SHOW

Each team will be allotted 8 event tickets for admission to the Fashion Show.

Suggested distribution of tickets are as follows:

- Four for the team walking the Runway
- Three for the model's helpers
- One for the sponsor

Hybrid Design Teams (more than one firm) are acceptable. We do need company logos from each firm that makes up a team.

AWARDS

A Design Team may only be chosen for one of the following categories:

The Evil Mastermind (Gold)

The Sorcerer's Apprentice (Silver)

The Wicked Henchman (Bronze)

A Student Team will be chosen for the following: **The Breakout Villain**

CHARITIES

This year we will be supporting Working Wardrobes by inspiring donations from our Design Teams through a friendly competition. Please see attached Donation Competition Rules.

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76TH ANNUAL HAUTE COUTURE

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WORKING WARDROBES

This year, similar to years past, we are donating a portion of our proceeds from the event to Working Wardrobes. Working Wardrobes helps 4,500 people annually get back to work with self-esteem and dignity. Their clients come from over 70 referral agencies such as shelters, Welfare to Work and the Department of Rehabilitation. They come from Los Angeles County, Orange County and the Inland Empire. You can learn more about Working Wardrobes at www.workingwardrobes.org

OLIVE CREST

Since 1973, Olive Crest has transformed the lives of over 60,000 abused, neglected, and at-risk children and their families. They work tirelessly to meet the individual needs of kids in crisis by providing safe homes, counseling, and education for both youth and parents. With unwavering compassion, the Olive Crest family maintains a lifelong commitment to the youth and families they serve even after they have graduated from our programs.

HOW WE ARE CONTRIBUTING

All left over fabric from the fabric grab will be used to make pillows and backpacks for the children at Olive Crest.

EVENT CHECKLIST AND DEADLINE

Please make sure that we have the following information by the dates below:

Provide the names of the people on your Design Team. This will include the model, backstage helper, one team liaison (detailed contact information will be needed) and any additional design team members. The team liaison should be the main contact for coordination between the design team and the Fashion Show committee.

Firm's Name: _____

Team Sponsor(s): _____

Model(s): _____

Backstage Helper(s): _____

Point of Contact Info: (must be participating the night of

Name _____

Email _____

Phone _____

Deadline 1: Completed Team Registration Form to be sent to Anne Murrell by Friday, **05/27/16**. Firms and sponsors need to be paired by Friday, **06/10/16**

Deadline 2: Sponsorship fees are due in full **05/27/16**. Please see the Sponsor/entry form for payment options on line at www.iida-socal.org

Deadline 3: Provide an EPS file or high resolution PDF file with the Design Firm's Logo and the Sponsor's Company Logo by **07/01/16**

Deadline 4: Submit your PowerPoint slide by **Friday, 07/01/16**

An itinerary will be distributed one week prior to the event to all participants outlining the time for the teams to arrive.

Thank you for participating! Can't wait to see your creations at the Fashion Show!

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