

# LA HAUNT COUTURE 2019

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## THE MAIN EVENT

Thursday, October 24th

7:30-10:00pm – Avalon Theatre

## THE BIG REVEAL PARTY

Wednesday, August 28<sup>th</sup>

6:00-9:00pm – DLR Group, 700 S. Flower St. 22nd Floor, Los Angeles, CA 90017

Leading Los Angeles interior design and architecture firms as well as student teams will create couture fashion using only materials and finishes typically found in interiors and donated by textile manufacturers.

All creations must be pre-constructed utilizing primarily fabrics and materials donated by their fabric sponsor and must illustrate the category drawn by the team. Design teams will be given approximately 8 weeks to complete their cutting- edge fashions and perfect their runway routine!

## RULES AND REGULATIONS

### THEME

Teams' runway designs must be based on the team's interpretation of the category drawn at The Big Reveal Party on August 28, 2019.

### PARTICIPANTS (Team Members)

- Model
- (4) "Supporting" team members maximum
- Team members may include:
  - Any employee from the design team's company (or school), any employee from the team sponsor's and fabric sponsor's companies (or school). Sponsors themselves may also be one of these (4) team members).
  - \*Optional – (1) 'Bonus' PRINCIPAL Team Member (or student advisor) (see 'Bonus Points' under 'Judging Criteria' below for more information).
  - \*Only the 5 (or 6 TEAM MEMBERS) listed above are permitted to participate in the design and assembly of the garment – absolutely no one outside of the team members are allowed to participate. Hiring professionals is prohibited. Failure to comply with this rule will result in disqualification from the competition.

### TEXTILES

- Textiles will be provided by the team's fabric sponsor prior to the event and must be utilized as at least 75% of the costume.
- The 25% balance of textiles can be from non-contract fabric lines.

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## TEXTILES (Continued)

- Teams are asked to work closely with their fabric sponsor and agree on a reasonable amount of yardage to be ordered. Keep in mind the expense to the sponsor and environment, don't be wasteful.
- As a guideline, 10 yards has been more than sufficient for previous Haunt fashion designs.
- Please consider using some discontinued fabrics to respect your fabric sponsor's generosity.
- Teams may not order more than \$300 net worth of fabric in total.
- Fabric sponsors must decline requests of more than \$300 net in fabric or teams will lose points to overall score.
- Verification of fabric quantity and price will be confirmed by the Haunt committee.

## GARMENT DESIGN

- Each fashion outfit with accessories must be pre-constructed. Teams may bring their outfit to the event and change into it, but the costume must be completed before arriving to the venue.
- Minor touch-ups, patching of rips/tears, will be permitted at the venue, but will be strictly monitored by the Haunt Committee.
- Only (1) team member (referred to as the 'model') is permitted to wear the designed garment. This outfit will be showcased down the runway.
- The (4) 'supporting' team members will be accessories/backdrops to the main model.
- The focus on the runway is on the showcased garment of the model, therefore teams may not construct any portion of the supporting team members' costumes.
- (4) 'Supporting' team members are permitted to wear hats, ties, bowties and other small store bought accessories in a solid color. These accessories must be presented to the committee for approval at the mid-way meeting. If not previously approved, it is at the discretion of the committee to allow on stage during the team's performance.
- (4) 'Supporting' team members are additionally permitted to wear (1) small team-made accessory per person, constructed from the textiles/materials donated by your team's fabric sponsor.
- Accessories are limited to: hats, hair accessories, neck ties/bowties, suspenders, gloves, costume jewelry, masks, shoes and scarves.
- Team sponsors may not contribute more than \$150 for accessories and props. Teams, please keep in mind these funds are optional and not required by your team sponsored as they have already paid entry for the event.
- Each team will be assigned a representative from the 'Teams' committee to check-in on progress. The rep will visit with each design team at their office 2-3 times throughout the design process. **This will include a mandatory HALFWAY POINT PROGRESS MEETING the week of SEPTEMBER 23<sup>rd</sup>.**

## PERFORMANCE

- Each team may utilize between 60-90 seconds maximum on stage.
- **LIMIT TO FIVE (5) TEAM MEMBERS ON THE RUNWAY AT ANY GIVEN TIME.**
- A 6th optional 'bonus' principal team member will also be permitted on stage totaling (6) team members max. (See 'Bonus Points' under 'Judging Criteria' below for more information.)
- Performances that extend beyond the 90 seconds will be automatically deducted (5)+ points from the overall team score.

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## LOGOS & GRAPHICS

- Teams are to submit one single image/graphic as your 'backdrop'. The required image size and resolution are: 3240 x 1781 (landscape layout) @ 300 dpi in RGB color JPEG file.
- This image will be displayed on a large digital screen behind the runway during the team's performance. Teams have full creative freedom on selecting and designing this graphic. We suggest that the image somehow relates to or references the drawn team theme so that the audience understands the team's inspiration. The graphic should include the name of the theme.
- Design team Company's logo and Sponsor logos must also be provided.

PLEASE SUBMIT ALL GRAPHICS WITH AND LOGOS TO MONIQUA WILLIAMS WITH THE SUBJECT LINE "HAUNT 2019- (TEAM) GRAPHICS & LOGOS BY OR BEFORE": SEPTEMBER 23, 2019

**Moniqua Williams**  
Pivot Interiors  
[mwilliams@pivotinteriors.com](mailto:mwilliams@pivotinteriors.com)  
323-801-2033

## ENTRY & SPONSORSHIP

- All Sponsorship **MUST** be paid in full and the **FIRST 12** design teams and 4 student teams to submit payment and sponsorship forms prior to July 26th, 2019 will officially be accepted to participate.
- Since the number of teams is limited this year, the design team will be responsible to reach out to their vendors to secure the team sponsorship and confirm sponsorship payment ASAP. Please let the Teams committee know if you need assistance with finding a sponsor.
- Team entry period will be closed on July 26th, 2019.

## MUSIC

- Teams have full creative freedom on selecting music for their show. Please provide an MP3 music file. Keep music length between 60-90 seconds max. Videos are not permitted.

MUSIC MUST BE RECEIVED BY OCTOBER 11, 2019. IF MUSIC IS NOT PROVIDED BY THIS DATE, THE COMMITTEE WILL CHOOSE THE MUSIC FOR YOU! PLEASE E-MAIL TO WITH SUBJECT LINE- "HAUNT 2019 – (Team) GRAPHICS & LOGOS"

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Pivot Interiors  
[mwilliams@pivotinteriors.com](mailto:mwilliams@pivotinteriors.com)  
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## PROPS

- Props are not required but can enhance the performance while expressing the drawn team theme.
- Props are to be bought or constructed by the teams.
- Props must remain at a reasonable hand-held size and must be light weight. All props must be brought on and offstage by the teams at the end of the performance. If any part of the prop is left on stage after the performance, the team will automatically be deducted 5+ points minimum.
- Props MUST fit in a maximum size 56 Qt storage container w/ lid. The Haunt Committee will verify this compliance at the rehearsal.  
Dimensions: 12" (H) x 16.25" (W) x 23" (L)
- ABSOLUTELY NO PHYSICAL BACK DROPS/STAGE DISPLAYS ARE PERMITTED. The single image submitted by the team will be displayed on a large digital screen behind the runway as the team's backdrop.
- All props must fit into the container provided and must be pre-approved by the committee
- All props must be contained on stage and are not to be distributed to the audience

## JUDGING CRITERIA

### VOTING

- Up to 30 total points are possible in six (6) categories, as well as (10) bonus points.
- Points range from 0-5 in each category, with 5 being the best.

### BASIC JUDGING POINTS

- Up to (5) Points: Interpretation of Theme
- Up to (5) Points: Creative Use of Textiles from the Fabric Sponsor
- Up to (5) Points: Overall Performance & Wow Factor
- Up to (5) Points: Interaction with Audience & Judges
- Up to (5) Points: Music Content
- Up to (5) Points: Originality (Did you think out of the box?)

### BONUS POINTS

- (5) Points: Extra credit – Principal Participation
- Up to (5) Points: Extra Credit – Outfit Change/Transformation

## OTHER IMPORTANT INFORMATION

### QUESTIONS

Please submit all questions to the Teams Committee by each Wednesday at noon (ending one week before the event) and a decision will be posted to the 'Team Questions' email by Friday of that week. If you do not receive permission on a question which is not clearly outlined in these rules, you risk losing points.

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## QUESTIONS (Continued)

Teams Committee:

Terri Burkhart – [terri@EPICcontractgroup.com](mailto:terri@EPICcontractgroup.com)

Simone Linn – [slinn@light-ca.com](mailto:slinn@light-ca.com)

Julie Schettino – [jschettino@humanscale.com](mailto:jschettino@humanscale.com)

## DAY OF EVENT

- LIMIT of (5) team members and (1) principal in the Dressing Room on the night of the event. Any deviation from this will result in points being deducted from the team's overall score in 5 point increments. Space backstage is very limited; please minimize visits by sponsors, etc. Food & drinks will be served to teams between 3PM-5PM in area outside dressing rooms.
- Alcohol is not permitted backstage

## IMPORTANT DATES/DEADLINES

- LOGOS & GRAPHICS DUE: **MONDAY, SEPTEMBER 23, 2019**
- HALFWAY POINT PROGRESS MEETING W/ TEAM COMMITTEE REP: **WEEK OF SEPTEMBER 23, 2019**
- TEAM MUSIC DUE: **FRIDAY, OCTOBER 11, 2019**