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## **FASHION-DESIGN/APPLICATION INFO & GUIDELINES**

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APPLICATION/REGISTRATION DEADLINE:

EARLY REGISTRATION DEADLINE: JANUARY 15th, 2019

FINAL REGISTRATION DEADLINE: February 15th, 2019

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**APPLICATION ONLINE SUBMISSION:**

<http://africanfashionweekottawa.com/apply/>

**MORE INFO & DETAILS:**

[www.africanfashionweekottawa.com](http://www.africanfashionweekottawa.com)

[africanfashionweekottawa@gmail.com](mailto:africanfashionweekottawa@gmail.com) / [info@africanfashionweekottawa.com](mailto:info@africanfashionweekottawa.com)

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## **ABOUT AFRICAN FASHION WEEK OTTAWA**

African Fashion Week Ottawa, held in February of each year, is an annual series of events where international and local designers from African descendant designs or cultures (fashion designs, art and collections) are shown to a broader audience, to buyers, press and the general public.

This platform was created to respond to a great demand from the Ottawa community to have a place to showcase diversity, black cultures and heritages.

This year, we will celebrate for the Black history month, African and descent cultures through fashion, art, dance, movement of expression, painting, and performance. We are showcasing local and international designers in the heart of Canada's capital. We profit to celebrate diversity that defines and shapes Canada our beautiful land.

African Fashion has extended in all the well-known Fashion cities such as Paris, London, New York, Montreal and Toronto. We have the immense honor to bring this platform to Ottawa, a creative hub, to exhibit African fashion, prints, designs in a beautiful and diverse way as it has never done before.

Our platform aims to empower, educate and connect trilling brands and individuals interested in decimating barriers and creating structures around industries for business.

We invite you all, along African/Caribbean inspired designers, creators, producers, models, MUA, hair stylist, media, fashion bloggers and influencers, performers, artists, African and descent community leaders, business owners to join this movement and celebrate diversity, black history and cultures through art, Fashion and performance.

## **ENTRY CRITERIA**

**You must meet ONE of the following criteria to be a participant at African Fashion Week Ottawa as a designer:**

- Integrate into the presentation of your show one of these elements – Such as: African/Caribbean inspired live music, dance, painting, artistic performance or creative model presentation.
- Have a strong visual component in the presentation of your show that showcases African or Caribbean cultures, art, fashion, prints and attributes - i.e. video, graphics, or interesting lighting design.
- Present an African or Caribbean prints, fashion, wedding, fashion wedding, avant-garde, haute Couture, styles, designs or African inspired conceptual fashion collection - i.e. fashion collections that have a strong message, story or concept behind the design about Africa, and African descents. Collections that are cutting edge, artistic or experimental.

**Please describe which of the above components you will be incorporating.**

**4: STYLING:** Shortly describe how you intend to style your collection. Ideas for hair/makeup, accessories etc. You may provide sketches or any materials as support.

**5. PROMOTIONAL VIDEO** (Optional) – Send us (up to one-minute) video telling us who you are as a designer. If your application is successful, videos will be posted and shared on our social platforms to promote your line and your show.

## **QUALIFIED AND ACCEPTED TYPE OF WORK**

African and descent inspired

Fashion/Design/Prints

Multi-media

Sculpture/Art/Painting

Video/Photography

Performances

Exposition/Exhibition/

Businesses/Entrepreneurs

Vendors

Jewellery/glasses/

Beauty/ Hair

## **REGULATIONS:**

- 1- All entrants must fill and complete the application form along with 25\$ entry fee. (35\$ for late registrations).
- 2- Please see the submission fees to showcase your category.

### **RUNWAY PARTICIPATION FEE**

**FEES : \$150 if you have your own models.**

We also have some volunteer models and HMUA. There is no guarantee you will have them available.

**But, If you want us to provide models, MUA and HMUA for you**

**FEE:** \$90 per look presented (i.e. 10 outfits = \$900, 15 outfits = \$1350, 20 outfits = \$1800 etc.) A minimum of 10 looks must be shown to participate.

- 3- Applicants may submit work or contents for more than one category, as separate entries.
- 4- The organizer reserves the right to cancel any of the categories at any moment.
- 5- The organizer has the right to refuse or decline and withdraw any participants at any time if entrants do not respect the rules.
- 6- The entrants shall be responsible for the costs of production, maintenance, safety and good condition of his/her work or content at the event, and African Fashion Week Ottawa shall not be held liable for losses or damages of the work submitted for the event.
- 7- Photographers, videographers and media will be present at the show. Images or moving images will contain African Fashion Week logo and entrant's logo if paid.
- 8- African fashion Week Ottawa reserves the right to use any entries including support images and material for publicity and promotional purposes before or after the event.

CONTACT:

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