

FASHION SIGNATURE RUNWAYS

VAMFF's signature runways at the Royal Exhibition Building



ABOUT

The Festival presents ready-to-wear collections from Australia's leading emerging and established designer fashion labels in a series of runways, curated and produced by the Festival's team of top tier professionals. Collections showcased on the runway are also promoted to consumers on the Festival's digital platform, 'Shop The Runway'.

Designers showcase A/W collection capsules in group shows that are co-programmed with the editorial teams from each presenting magazine partner. Magazine partners for these runways traditionally include leading titles such as Harper's BAZAAR, ELLE Australia, Vogue Australia, GQ, InStyle, and more.

Staged at the historic Royal Exhibition Building on Australia's largest runway in front of an audience of 1500, each runway is produced to the highest production standards including top tier model talent, styling and creative show direction by Australia's leading stylists, premium audio visual and lighting management, ticketing and seating management, VIP attendance, media management.

Designers showcased in these runways are provided with a full suite of programming, marketing and production services by the Festival's team including appointed agencies. The Festival works with each designer to co-leverage and promote their involvement in the program, connecting with audiences and promoting sales at retail.

SELECTION

Australian ready-to-wear designers participate in the Festival signature runways by invitation and co-curation with each aligned magazine title. Designers must have a full suite sample collection available for presentation in the runway, that is available for purchase at retail at the same time as the runway event.

Participation is subject to the creative direction of each runway, and to Festival approval.

There is a Participation Fee to showcase in the Festival's signature runways at the Royal Exhibition Building.

APPLY

By November 16 2018

FASHION OFFSITE RUNWAYS

The Festival invites independent designers and organisers to apply to present an Offsite Runway event on the official schedule at VAMFF 2019.

🔍 ABOUT

Events in this program category are produced by independent organisers and selected to be listed and promoted in the Festival's official program.

The Offsite Runway program offers a valuable platform for independent and emerging designers to showcase their work in innovative presentation formats, as part of the official VAMFF program, promoting your independent creative vision while reaching new audiences.

Please note the Festival is not funded to financially support independently produced activities; events in this category are applying to be listed and promoted in the official program.

✅ SELECTION

The Festival will accept proposals which:

- Showcase independent Australian designer fashion (Victorian based designers and brands will receive priority);
- Demonstrate that the fashion content of the runway demonstrates excellence in fashion design through innovation, quality and production standards;
- Facilitate engagement of the public;
- Address the practicalities of showing as part of the Offsite Runway including a proposed venue, dates, permits and production plans, and;
- Demonstrate ability to appropriately market the activity, including providing promotional content to the Festival by set deadlines.

There are no restrictions to the format that an Offsite Runway event can take. Applications outlining innovative collection presentation formats are particularly encouraged.

In addition to runway presentations, Offsite Runway formats may include:

- Performances
- Interactive displays
- Installations
- Progressive runways
- Interdisciplinary presentations
- Solo or group shows

💰 FEES

Participation is subject to a nominal Listing Fee.

📅 APPLY

By November 16 2018



FASHION NATIONAL DESIGNER AWARD

ABOUT

The Virgin Australia Melbourne Fashion Festival is proud to provide an esteemed annual platform to showcase and celebrate Australia's most talented emerging fashion designers.

The Festival's National Designer Award presented by David Jones encourages excellence within the Australian fashion industry, acknowledging designers in their first five years of business who excel in creative design, fashion innovation, high quality manufacturing standards, unique style and the potential to contribute to the future growth of Australian fashion.

Designers apply through a folio submission process and the Award is judged by a panel of industry experts in two rounds; the first via folio review to form a shortlist of Finalists, and the second-round judging involves collection showcase and interview processes with each of the shortlisted Finalist designers.

Past winners include:

- 2018 - P.E. Nation
- 2017 - KACEY/DEVLIN
- 2016 - macgraw
- 2015 - PAGEANT
- 2014 - Strateas.Carlucci
- 2013 - From Britten
- 2012 - Christopher Esber
- 2011 - Song For The Mute
- 2010 - Dion Lee
- 2009 - Romance Was Born
- 2008 - Friedrich Gray
- 2007 - Yeojin Bae
- 2006 - TV
- 2005 - Josh Goot
- 2004 - Mad Cortes
- 2003 - Claude Maus
- 2002 - Toni Maticevski
- 2001 - Sample (Vanessa Coyle & Natalie Wood)
- 2000 - (I) peck your pun
- 1999 - Glen Rollason
- 1998 - Ugur Ile Alijan
- 1997 - SIX

THE PRIZE

The Award winner will receive a high value business development prize pack designed to acknowledge the designer(s) significant contribution to the Australian fashion industry, reward them for their creativity and excellence in design, and importantly provide resources to assist the label's development into the future.

The total prize is worth in excess of AUD \$100,000*

**Full prize list will be available at time of Finalist announcement.*

SELECTION

The National Designer Award presented by David Jones is open to fashion designers and fashion design partnerships where the main place of business is based in Australia. The applying business should be under 5 years of establishment, having launched its first part or full range collection after 1 January 2014.

Applicants will be judged on the extent to which they meet the following criteria:

- The label demonstrates excellence in design and fashion innovation;
- The label demonstrates a unique design vision;
- The collections are produced with a high-quality level of manufacture and attention to detail;
- The label has been established for less than five years;
- The label has been available at retail for at least 12 months;
- The collections are available for commercial sale in Australia;
- The business is financially sustainable;
- The label demonstrates the potential to make a positive contribution to the future growth of the Australian fashion industry; and
- The application complies with the Application Process below.

FASHION NATIONAL DESIGNER AWARD

Any application or acceptance to be a part of the Festival's National Designer Award is at the sole responsibility of the applicant and the Melbourne Fashion Festival Ltd. will be indemnified of any risk or claims.

The judging panel's selection decisions are confidential and final and no correspondence will be entered into. The Festival will not provide critical analysis or feedback.

APPLICATION

Applicants are required to submit a folio of work to be reviewed by the judging panel. The folio must be submitted in hard copy and in soft copy via upload in the Application Form, and include the following elements:

- Photographic imagery of the collection available at retail by March 2019 (minimum six looks). Sketches or other supporting creative materials may also be provided;

- Photographic imagery of previous collection/s (minimum one previous collection). Sketches or other supporting creative materials may also be provided;
- A business plan outlining business goals, objectives and plans to attain these, along with background on the business;
- A 200-400 word design statement detailing the creative rationale of the current collection;
- Current profile, biography and head shot of designer/s (for potential publicity use)
- Designers will receive further acknowledgment for demonstrating a commitment to sustainability through their product and general business practice, to be celebrated with a Sustainability Commendation that will be confirmed at the Award Announcement event, and;
- Application form.

The hard copy folio, application form and supporting documentation should be forwarded to:

Level 2, Mitchell House,
358 Lonsdale Street,
Melbourne, VIC 3000

All entrants will receive an email acknowledgement of receipt of application.

NOTIFICATION & FURTHER REQUIREMENTS

- All applicants will be notified by email of the outcome of their application.
- Successful Finalists will be provided with information to prepare for Final Round judging.
- Once notified, all successful Finalists will be required to work with the Festival and their appointed production and PR agencies to prepare:
 - Media and PR opportunity fulfilment;
 - Winner Announcement event staged 1 March 2019.
- All Finalists will be required to present in person to the judging

panel at Final Round judging. Finalists located outside of the judging location will be furnished with economy interstate return flights to attend the judging.

- The winner announcement will take place on 1 March, 2019 as the first official event of the Festival. This will include a live runway presentation of Finalists' collections. All Finalists must be in attendance. Finalists located outside of the event location will be furnished with economy interstate return flights to attend the event.

The freight, insurance and customs charges related to presenting the Finalists' collections at judging and event activities is at the Designers' cost and liability. The Festival and its appointed production agency takes all care but no responsibility for damage or loss incurred through participation in these activities.

APPLY

By November 16 2018

FASHION BESPOKE RUNWAY PRODUCTION



Ask us how we can bring your fashion event to life...

The Festival brings together a collective of the best fashion, creative and technical production teams in Australia. As such we are equipped to produce spectacular events and runway shows on behalf of brands and designers, with the added benefit of access to the Festival's various hub venues and amortised resources.

Bespoke runways are a unique way for fashion brands to activate as an official partner of the Festival. Engage the Festival to produce and promote your collection showcase, secure one of a limited number of solo runway time slots and take advantage of the Festival's 'turn key' event and runway production services that will ensure the presentation of your collection is a seamless process.

The opportunity suits brands wanting to drive consumer engagement through the excitement of a runway at Australia's largest fashion event, as part of an integrated campaign that can be co-leveraged across Festival channels.

Runway timeslots will be available throughout the day and into the evening, both onsite at the Festival's Hub at the Melbourne Museum Precinct (Mon 4-Sat 9 March 2019) and offsite throughout Melbourne (Fri 1-Sun 10 March 2019).

Runways on the Festival's official program must be ticketed for the public to attend (free or paid), which can be facilitated by the Festival in complement to VIP and media guest seating. The Festival's marketing campaign will focus on consumer attendance.

To schedule a conversation with the Festival's management team to discuss this partnership opportunity: