

# FASHION NATIONAL GRADUATE SHOWCASE

## ? ABOUT

The Festival's National Graduate Showcase, presented by Target is Australia's most prestigious showcase for the next generation of Australian fashion design talent. The Festival invites tertiary fashion design graduates from around Australia to submit applications for selection into this high-profile event.

Through the National Graduate Showcase, the Festival provides talented fashion design graduates the opportunity to have their collections presented in a Festival-produced runway before fashion industry professionals, media and consumers.

## ☆ OUTCOMES

Applicants selected to participate in the Festival's National Graduate Showcase will receive:

- Inclusion in the professionally produced runway presentation of the National Graduate Showcase, at the Royal Exhibition Building in March 2019;
- Associated media coverage generated to support the runway event;
- Opportunity to network with the judging panel, fashion industry media and designers at exclusive functions;
- Designer listing via the Festival's digital network; and
- Commemorative Certificate.
- Three finalists will be selected for a 1-year paid internship with Target in Melbourne from April 2019, designed to provide design graduates with experience and critical design and commercial skills across the Target business.



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## SELECTION

The National Graduate Showcase is open to tertiary graduate fashion design students that fulfil the following criteria:

- The applicant must be a fashion design student in the final year of a tertiary degree (at the time of application submission) or a postgraduate (having graduated mid-year in 2018) at an accredited Australian tertiary education facility shortlisted by the Festival;
- The applicant's submission demonstrates a unique vision, excellence in design and fashion innovation;
- The collection is produced with a high level of production quality and attention to detail;
- The applicant demonstrates the potential to contribute to the future growth of the Australian fashion industry;
- The work presented is solely that of the applicant; and
- The application complies with the Conditions of Entry below.

Any application or acceptance to be a part of the Festival's National Graduate Showcase 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 'capsule folio' of work to be reviewed by the judging panel. The capsule folio must be submitted in a hard-copy folio and via upload in the Application form, and include the following elements:

- Six (6) A4 pages with sketches/images/photographs of the collection to be presented on the runway in March 2019 (eg. a capsule collection of six looks). These looks are to work together as a group of synergistic items as well as having strength independently;
- Six (6) photographs/images of examples of previous work;
- A 200-400 word design statement detailing the creative rationale of the collection;
- Target internship; a 200-400 word statement detailing why you would like to be selected for one of three 12-month internships;
- Current profile, biography and head shot of designer (for potential publicity use only); and
- Application Form.

The capsule folio, supporting documentation and Application Form 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.

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## ✓ CONDITIONS OF ENTRY

To be eligible for consideration, all applications must meet the following requirements:

- Applicants are encouraged to limit their hard-copy submissions to A4 size;
- Individual digital files should not exceed 2.5MB each;
- All sketches and photographs are to be clearly labelled with designer(s) name(s);
- Applicants are encouraged to bind all entry components together;
- Models booked for the runway show will be a healthy standard size 8/10 (female bust: 86cm, waist: 64cm, hips: 88-92cm; male chest: 38inch, hips: 30-32inch). Applicants are advised to consider this in regard to garments included in the submission. If you are specifically designing for a different size range, please declare this in your application;
- If you have produced less than 6 outfits as part of your final year collection, please submit the total number created. You will have the opportunity to create the supplementary number of outfits so your runway presentation totals 6 x exits, if you are selected as a Finalist; and
- Applicants must be available to attend the National Graduate Showcase runway, held on the 7th of March 2019.
- Successful internships will be at the selection of Target. Internship is based in Melbourne, Victoria and excludes travel and accomodation expenses.

## 🚫 APPLY

By 4 December 2018

*Extensions are not possible to the Application Deadline, due to judging and promotional activity plans. Please do not email the Festival to enquire whether your application has been received in the post. The Festival will contact you if your online application arrives but not your posted version.*

