

APEX AUSTRALIA TEENAGE FASHION
AWARDS

RULE BOOK



Intro/General

Apex Australia Teenage Fashion Awards (AATFA) is an exciting concept through which Apex encourages excellence in the students of today.

AATFA provides an opportunity for **all** teenage students undertaking secondary studies to design, create and model their own fashion garments. This event is a showcase of fantastic young talent. The artistic talent combined with practical and creative abilities is unique to the Awards.

The Awards are an opportunity for students to develop their talent, self-esteem, ability to set and achieve goals, and to improve self-confidence.

Conditions of Entry

1. The entrant undertakes that:-
 - The garment/outfit submitted is the entrant's own work.
 - They will be between the ages of 13 – 19 years old at the time of National Finals.
 - They are undertaking secondary studies defined as year 7, 8, 9,10,11,12 & 13 regardless of which institute these studies are being undertaken at.
 - They will take all responsibility for delivery, and collection of garment/outfit/s at heats and finals.
2. A parent or guardian must acknowledge permission on the entry form if under 18.
3. Entry will not be deemed valid unless the completed entry form is accompanied by **full payment of fees, Image Consent Form & Typed Garment Description (utilising the template supplied on the website)** by the due date for both entrants and models. **Fees are non-refundable.**
4. An entry is defined by: one outfit/garment per entry accompanied by an entry form, typed garment description (utilising the template supplied on the website) and Image consent form if under 18.
5. There shall be one designer per entry.
6. An entry is to be modelled/worn by one person.
7. Designers are allowed/encouraged to enter multiple entries.
8. A commercial pattern may be used as a template. The entrant needs to provide sufficient evidence of the unique differences between their garment and the pattern.
9. Categories are as follows:
 - **Casual Wear** – This category covers all general wear including day wear, sportswear, beachwear and leisurewear.
 - **Formal Wear** – This section covers all types of clothing worn to Formals or Gala events and includes after five wear, and evening wear.
 - **Wearable Art** – This section allows entrants full creative talents to be paraded. Construction and material is left to the imagination of the entrant. This section includes, **but is not limited to**, wearable art.
 - **Society and Environment** – This category allows entrants to portray garments from their cultural heritage, be it indigenous or foreign culture.
10. Music will be provided by the AATFA committee for the Casual Wear and Formal Wear categories. Fantasy & My Culture entries need to be accompanied by a choice of music supplied by the entrant.

11. Apex Australia reserves the right to include additional categories to AATFA on the proviso entrants are notified at the time of Event/Awards announcement. This will be via promotional material, including the website.
12. Each entrant will be required to parade their entry for one and a half minutes on the catwalk to enable the judges to reach a decision.
13. Modelling capabilities are not judged. Entrants may ask another person to model their garment for them. If this is the case the model is required to submit an Image consent form and if under 18 a guardian consent form. All costs associated with a model
14. Apex Australia will not be liable to any entrant for loss or damage to any garment or article whether or not such loss was caused by, or arose out of the negligent act and/or omission on the part of Apex Australia, its servants or agents.
15. In the case of AATFA state finals, heats may be required. The number of entrants selected is determined by the total number of entries in each section, and the number of entries in that section at each heat.
 - Each entrant will be assigned a heat.
 - Individual Apex clubs under the auspices of the State Committee will oversee the heats.
 - Entrants will be selected from each heat to compete at the AATFA state finals.
16. Two entrants will be selected from each category from the State Final to represent their State at the National Final.
17. All entrants shall make their garments available for publicity purposes as set out on the Image Consent Form required by Apex Australia and the Event/Awards sponsors.
18. Any specific requests regarding the awards shall be submitted in writing to the organising committee and their decision on that request shall be final.
19. The decision of the judges shall be final and no correspondence will be entered into regarding the outcome of the decision.
20. Each National finalist will pay \$150 towards the cost of their attending The national final.

Judging

The Judging panel shall consist of a minimum of two judges selected from Industry professionals such as Home economics teachers or commercial dress makers and may include a guest judge such as a fashion editor from a newspaper or magazine.

Technical Judging

Casual Wear and Formal Wear is technically judged after garment submission.

The technical judging is to determine the excellence of the design, originality, choice of fabric, use of material and cut, together with the overall sewing skills applied.

An example of the criteria used in the technical judging is below:

Please note. The Fantasy Wear and My culture sections are not technically judged.

<u>SECTION "A"</u> <u>COMPULSORY</u>	<u>SECTION "B" INDIVIDUAL</u> <u>(Judges Select ONLY 5 criteria that are applicable to the garment)</u>
1. Correct cut of fabric	1. Choice of fabric (suitability of design)
2. Seams	2. Fastenings / openings
3. Hems	3. Sleeves / armholes/ cuffs/ collar/ neckline
4. Degree of difficulty	4. Facings / bindings / linings
5. Finishing off	5. Trim / decoration
	6. Hand sewing
	7. Originality

Catwalk Judging

All 4 categories are judged on the catwalk. An example of the criteria used in the judging is below:

Casual Wear and Formal wear

1. Suitability of fabric and style for age and occasion.
2. Fit or hang of garment.
3. Co-ordination – colour choice and accessories.
4. Originality.
5. Flair / Style / Overall Presentation.

Fantasy Wear & My culture

1. Use of materials for construction of garment
2. Garment construction.
3. Unusual and inventive design of garment.
4. Flair and impact of visual effect.
5. Garment theme carried through to music and accessories.