

AATFA YOUTH FESTIVAL

RULE BOOK



Intro/General

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

AATFA provides an opportunity for students between the ages of 13-19 undertaking secondary studies to design, manufacture and model their own fashion garments. It is a showcase for talent that cannot be displayed by teenagers in any other forum. The artistic talent combined with practical and creative abilities is unique to this competition.

This competition is an opportunity for teenagers to develop their talent, self-esteem, ability to set and achieve goals, and to improve self-confidence.

AATFA is a national youth festival, where progression is structured from regional through to state and national events, as follows:

- AATFA New South Wales & ACT
- AATFA Tasmania
- AATFA Victoria
- AATFA South Australia
- AATFA Western Australia
- NTeen Fashion Festival
- AATFA Queensland

Conditions of Entry

1. The entrant undertakes that:-
 - a. The garment/outfit submitted is the entrant's own work.
 - b. The entrant will be between the ages of 13 – 19 years old at the time of National Finals.
 - c. The entrant is undertaking secondary studies defined as year 7, 8, 9, 10, 11, 12 & 13 regardless of which institute these studies are being undertaken at.
 - d. The entrant 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, Media Consent Form & Typed Garment Description (utilizing 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.
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 daywear including sportswear, beachwear and leisure wear.

Formal Wear

This section covers all types of clothing worn to Balls or Gala events and includes garments suitable for after 5pm, graduation ceremonies or evening wear.

Wearable Art

This section allows the entrant's full creative talents to be paraded. Construction and material is left to the imagination of the entrant.

Society & Environment

This category allows the entrants to portray a garment depicting a civilization, a background or surrounding. This garment could be an opportunity for the student to make a statement on an issue that they are passionate about. The category will be judged on the same criteria as the Wearable Art section.

10. Cotton 2 Couture – this is a new award trialed in 2015 and introduced nationally in 2016. Entrants for this award will be judged by the criteria as listed at www.aatfa.org.au/cotton2couture. Any entries received that do not meet the criteria will be ineligible.
 - a. The garment must be made of cotton or a blend of not less than 60% cotton. The only exceptions are any linings, interfacings and petticoats. (No synthetics or man-made fabrics can be used in the outer garment).
 - b. Each piece must be submitted with a 300 word max explanation of your design idea and how it relates to the inspiring garment (name the garment and the decade). It must also have a 200 word max description of the fabrics used and justification for why you used it demonstrating your understanding of the properties and performance of your chosen fabric and how this is suitable for

the purpose of your garment. The explanation must also include fabric swatches you used in your garment.

11. Music will be provided by the AATFA committee for the Casual Wear and Formal Wear categories. Wearable Art and Society & Environment entries need to be accompanied by a choice of music supplied by the entrant.
12. 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.
13. 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.
14. 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 a Media Consent Form and if under 18 a guardian consent form. All costs associated with a model are required to be borne by the entrant.
15. 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 occurred as a result of a negligent act and/or omission on the part of Apex Australia, its servants or agents.
16. 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.
 - a. Each entrant will be assigned a heat.
 - b. Individual Apex clubs/volunteer Coordinators under the auspices of the State Committee will oversee the heats.
 - c. Leading Designs will be selected from each heat to represent their region at the AATFA state finals.
 - d. Leading Designs 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 Media purposes as set out on the Media Consent Form required by Apex Australia and the Event sponsors.
18. Any specific requests regarding AATFA entry shall be submitted in writing to the organising committee (admin@aatfa.org.au) and the decision on that request shall be final.
19. The decision of the judges shall be final and no further correspondence will be entered into.
20. Students are encouraged to travel as a state group to the National Final event.

Students who choose to travel independently, with their family or within a school group, will forfeit the financial support afforded to them to travel to the National Final. AATFA Youth Festival does not reimburse accommodation costs for students who are not under the direct care of an Official AATFA Chaperone.

21. Students are responsible for transport/freight of their garments to individual events. Students who require funding assistance to participate should consult their school, local community and arts funding bodies in their state, as students have been successful in obtaining support in the past.

Judging

The Judging panel shall consist of a minimum of two judges selected from Industry professionals such as tertiary qualified Fashion Designers, 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. Both Wearable Art and Society & Environment categories are not technically judged.

SECTION "A" COMPULSORY	<u>SECTION "B" INDIVIDUAL</u> (Judges Select <u>ONLY 5</u> criteria that are applicable to the garment)
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.

Wearable Art and Society & Environment

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.