

Entry Form 2009



Scottish Fashion Awards

in association with

VOGUE.COM 2009

The Scottish Fashion Awards are the most demanding, decadent and best dressed awards Scotland has ever hosted. Judged by a panel of fashion experts from around the world, the awards, will honour Scottish talents who have made a significant contribution to this most discerning of industries. Whether this is as a designer, fashion photographer, model, stylist, make-up artist, marketer or fashion writer, these awards will showcase the very best of Scottish fashion talent. Our judging panel is made up of professionals from the worlds leading fashion houses, the most renowned and respected fashion publications and leading figures in style. The geographical diversity and invaluable industry experience of this top flight panel brings a global perspective to the awards. The calibre of the Scottish Fashion Award judges alone mean these are the awards fashion insiders want to win.

To be shortlisted for an award is proof that your work is recognised by your industry peers; that you are judged as the best Scottish born talent in your field. These awards are, in essence, proof of your fashion success.

JUDGING

Judging is extremely thorough and is carried out during the month of May 2009. Shortlisted entries will be published on the Scottish Fashion Awards website in the week commencing 25th May 2009 and published in The Herald Saturday Magazine on the 23rd May.

All awards will be presented at the Scottish Fashion Awards in association with Vogue.com Ceremony and Gala VIP dinner, on Sunday 21st June 2009 at Scotland's historic and majestic, Stirling Castle. To enter the awards see entry form or download the nominations form for details, guidelines, terms and conditions.

Please note that all entries must be submitted by noon on 8th May 2009.

The judging panel includes:

Dolly Jones Editor of Vogue.com
Kate Phelan Fashion Director Vogue
Kirsty Hume Model

Brian Rennie Creative Director Gant
Nathalie Colin Creative Director Swarovski
Albert Watson Photographer

Hilary Alexander Fashion Director Daily Telegraph
Susanne Kölmel Fashion Editor at Large, German Vogue
Briana Lesesne Fashion & Beauty Director Vanity Fair, USA
Brigitte Stepputtis Head of Couture, Vivienne Westwood
Janette Harkess – Deputy Editor The Herald
Tessa Hartmann – Chair of panel, founder Scottish Fashion Awards

CATEGORY / AWARDS (11)

1. Designer of the Year sponsored by Vogue.com

This award recognises the work of a designer (on an international level) whose designs over the last year have made the greatest impression on the fashion community.

2. Textile Brand of the Year sponsored by The Herald

An individual/business that have shown to be leading the way in the specialist field of cashmere and textile design.

3. Communicator of the Year sponsored by BAA Glasgow

Fashion communication through photography, fashion writing, styling, marketing/PR, session styling or make-up artistry.

4. Young Designer sponsored by The Scottish Fashion Council -

This award recognises the work of young designers in all areas of fashion who show promise as future leaders of the industry. Entrants must have produced a minimum of one collection and be stocked in one retail outlet.

5. Scottish Fashion Graduate of the Year sponsored by Homecoming Scotland. This award recognises the work of

students in their graduating year from FE courses across fashion and textiles in the UK. Students must be Scottish to be eligible for this category but can be studying anywhere in the UK.

6. Retailer of the Year sponsored by the City of Stirling

This award is to reward the endeavours of a Scottish retailer who has led the way in bringing new fashion brands, concepts or designers to Scotland. Consideration will also be given to overall retail proposition, merchandising, marketing and brand image. Online retailers are included.

7. Model of the Year sponsored by Fake Bake - A Scottish model who has captured the attention of the fashion world and boasts a

portfolio of significant fashion work over the last year.

8. Jewellery/Accessory Designer of the Year sponsored by Swarovski

This award recognises the work of an individual or company whose design/manufacture of precious or non-precious jewellery, or fashion related accessories, have made a significant impression in the fashion community over the last year.

9. Scottish Fashion Awards International Designer - A non-Scottish individual who has produced the most exciting and industry important collections over the last year, utilising a Scottish fabric. The original textile must have been manufactured in Scotland.

PUBLIC VOTE AWARD

10. Scottish Fashion Icon Award sponsored by Marks and Spencer

Voted for by the public, this award recognises the individual regarded as the Scottish fashion icon of the last year. Details on how to vote will be launched on line www.scottishfashionawards.com from April 13, 2009.

SPECIAL AWARD

11. Scottish Fashion Awards Hall of Fame sponsored by Hotel Du Vin

This award recognises the outstanding work of an individual to whom the fashion industry is indebted, and who has shaped or changed the world of fashion over their lifetime. Entry to this award is not permitted; the decision is made by the judging panel.

ENTRY GUIDELINES

- All nominations and submissions should relate to work carried out between January 2008 and May 2009.
- All entries should be completed and accompanied by the entry form on these pages and the appropriate cheque (£25 excluding VAT per entry).
- Entries should also include supporting press clippings and imagery on CD, jpeg or transparency.
- The summary sheet should be placed on top of entry and payment should be attached to application form.
- There is no discount for submitting more than one entry.
- If submitting the same entry in more than one category, each entry still needs to be submitted separately with its own entry form.
- No materials will be returned.
- All submissions must be made by noon on May 8, 2009.
- Do not submit materials requiring complex packaging.
- Entry guidelines are available on the Scottish Fashion Awards website – www.scottishfashionawards.com
- Application forms can be photocopied.

GUIDELINES FOR CATEGORIES 1, 2, 3, 4, 8, 9, 10 and 11

- Each submission must consist of a complete entry form from this magazine or the official website, along with the summary sheet of no more than 600 words, clearly headed with category name, name of entrant and brand name where appropriate, focusing on:
- Biography – include career or company history, any award or high profile company activities. If appropriate the brands you or the company has designed for.
- Detail the top three design works or achievements you or the company have undertaken between January 2008-May 2009.
- Optional – provide a reference from a journalist or media figure who would comment on your/the company's most successful designs. Press cuttings may be included.
- In no more than 50 words, please detail you or the company's most iconic design or achievement between January 2008-May 2009. Please provide an image of the design. This should be on either a jpeg or CD.

ENTRY GUIDELINES FOR CATEGORY 5

- Each submission must consist of a complete entry form from this magazine or the official website, along with the summary sheet of no more than 600 words, clearly headed with category name, name of student and FE institution name, focusing on:
- Biography background – include course name, years of study, theme/description of graduating collection and highlight use of fabrics utilised.
- Provide a visual/illustration of your top 3 looks from your graduating collection.
- Optional – provide a reference from a journalist or course leader who would comment on your most successful academic achievements. Student press cuttings may be included.
- In no more than 50 words, please detail your design philosophy and fashion ambitions. Supporting imagery should be supplied on either a jpeg or CD.

ENTRY GUIDELINES FOR CATEGORY 6

- Each submission must consist of a complete entry form from this magazine or the official website, along with the summary sheet of no more than 600 words, clearly headed with category name, name of entrant and brand name where appropriate, focusing on:
- Biography background – include company history, number of stores, any awards or high profile activities. If appropriate the brands the company has produced for.
- Detail top 3 design works or company achievements between January 2008-May 2009.
- Optional – provide a reference from a journalist or media figure who would comment on your/the company's most successful designs/retail achievements. Press cuttings may be included.
- In no more than 50 words, please detail the company's mission statement or retail proposition. Supporting imagery should be supplied on either a jpeg or CD.

ENTRY GUIDELINES FOR CATEGORY 7

- Each submission must consist of a complete entry form from this magazine or the official website, along with the summary sheet, clearly headed with category name, name of entrant and name of model agency. Summary should cover:
- Personal details – name, age, height, dress size, waist, hips, bust, shoe, eyes, hair colour.
- Model agency contact details (name telephone, number and e-mail address).
- Biography (include career history, campaigns, awards and high profile activities).
- Detail top three work assignments or campaigns undertaken between January 2008 – May 2009.
- Optional – press cuttings maybe included.
- In no more than 50 words summarise your most iconic assignment and supply and image either jpeg or CD.

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ENTRY FORM

Please photocopy this section as many times as necessary, or download it from the website. Enclose a separate form for each entry.

Category (number and name):

Name of entrant (individual or company):

Contact telephone number:

Contact Email Address:

Postal Address (companies must supply registered office and correspondence address):

Date of Birth (for category 5 entrants):

Place of Birth:

Current Residence: (City/County):



Students: please give details of the Educational Institution you are currently enrolled in.

Institution:

Institution Telephone Number:

Course:

Course Director:

Payment details

Fees: £25 (Plus VAT £3.75)

Students are exempt.

Enclosed is a cheque made payable to the

Scottish Fashion Awards for £

Signed

How did you find out about the Scottish Fashion Awards ? (Please tick)

Press (Broadcast or print)

Internet

Website / E newsletter

Word of mouth

Other (please specify)

Note: The title used on this application form for your entry will be the title used in all future references

SCOTTISH FASHION AWARDS: 2009

GENERAL RULES

The following rules apply to all categories.

1. Entries must have been produced by the individual / or representative of the company entering the competition.
2. Entrants can enter more than one category, or submit the same entry for more than one campaign, but each submission needs to be treated as a separate entry with its own application form, fee etc.
3. Entrants must be Scottish or their main body of work must be produced in Scotland, or head office registered in Scotland (excludes International Designer Award).
4. Students entering the Scottish Graduate category must be Scottish by birth but may be studying at any FE institution in the UK. They must also be graduating in 2009. Graduates from any other year will be deemed ineligible.
5. The SFA/TFF reserves the right to combine or withdraw a category if it considers there are insufficient entries in any category.
6. The SFA/TFF reserves the right to refuse any entrants or entry for the Awards that it deems could be detrimental to the successful running of the Awards.
7. The Scottish Fashion Awards reserve the right to change the rules of the competition at any time and without prior notice. Please check these terms on our website (www.scottishfashionawards.com) regularly for changes. Your continued use of the site after changes are posted will mean you accept the terms as modified by the posted changes.
8. Any material requested by SFA along with the entry form, cannot be returned to the sender. SFA take no responsibility for any material submitted.
9. The SFA/TFF will decide in which order the categories, and all entries in each category will appear at The Scottish Fashion Awards.
10. All entries must be received by noon 8th May 2009 accompanied by a cheque as payment for the judging fee of £25 plus VAT per category. All material should be sent to The Scottish Fashion Awards, The TFF Agency, Lovat House, Gavell Road, Glasgow G65 9BS or e-mailed to karla@thetffagency.com
11. Entries to the competition should be made on the official entry form. Any illegible or defaced forms will be rejected.
12. Feedback will not be given to any individual entrant. Finalists for each category will be announced in May 2009. (Check website for full details).
13. All nominations and submissions should be related to work carried out between January 2008-May 2009.
14. Information supplied by the judges or discussed between the judges and entrants will be treated in complete confidence and confidentially on the part of entrants is requested.
15. Online retailers are permitted to enter the Scottish Retailer of the Year category.

SUMMARY OF TIMETABLE

- All entries to be submitted by noon on May 8, 2009.
- Judges initial review May 9-22, 2009.
- Publication of shortlists: May 23, 2009.
- Scottish Fashion Awards 2008: June 21, 2009.

Enquiries

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