

Entry Form 2011



Scottish Fashion Awards

in association with **VOGUE.COM 2011**

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 international 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 2011. Shortlisted entries will be published on the Scottish Fashion Awards website in the week commencing 25th April 2011 and published in The Herald Saturday Magazine on the 30th April.

All awards will be presented at the Scottish Fashion Awards in association with Vogue.com Ceremony and Gala VIP dinner, on Wednesday 15th June 2011 at Scotland's feat of modern architecture, The Glasgow Science Centre.

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 April 2011.

The judging panel includes:

Dolly Jones - Editor of Vogue.com
Caroline Rush - CEO British Fashion Council
Sarah Mower - European Editor, VOGUE (USA),
Ambassador for Emerging Talent - BFC
Brian Duffy - President of Ralph Lauren Europe
Professor Wendy Dagworthy - Head of Fashion & Textiles at RCA, London
Nathalie Colin - Creative Director, Swarovski
Hilary Alexander - Fashion Director, Daily Telegraph
Amanda Wakeley - Designer
Paula Reed - Style Director, Grazia
Richard Walker - Sunday Herald & Weekend Editor
Tessa Hartmann - Chairman, Founder Scottish Fashion Awards

CATEGORY / AWARDS (12)

- 1. Scottish 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. Scottish 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. Scottish Young Designer of the Year**
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 Marks & Spencer**
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. Finalists will be required to respond to a brief from M&S as part of the competition and the overall winner will receive a work placement within M&S in the summer of 2011. Please note that finalists will be notified by 30th April and must respond to the brief with their submission by 20th May. Entries received after this date will be deemed invalid.
- 6. Scottish Retailer of the Year Sponsored by Braehead**
To reward the endeavours of a Scottish retailer who has led the way in bringing new fashion brands, innovative retail concepts or designers to Scotland. Consideration will also be given to overall retail proposition, merchandising, marketing and brand image. Online retailers are included.
- 7. Scottish Model of the Year - Sponsored by Toni & Guy Haircare**
A Scottish model (male or female) who has captured the attention of the fashion world and boasts a portfolio of significant fashion work over the last year.
- 8. Scottish 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 - Sponsored by Hotel Du Vin (Malmaison Glasgow, Hotel Du Vin at One Devonshire Gardens)**
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 Capital FM**
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 late April 2011

SPECIAL AWARD

- 11. Scottish Fashion Awards Hall of Fame**
This award recognises the outstanding work of an individual to whom the fashion industry is indebted. An individual whose contribution to fashion has either shaped or changed the world of fashion over their lifetime. Entry to this award is not permitted. The decision is made by the Scottish Fashion Awards.
- 12. Fashion Ambassador**
This award recognises the work of a non Scottish individual / business, whom has made a significant contribution to the promotion of Scottish designers or Scottish manufacturing or the profile of Scottish fashion around the world. Entry to this award is not permitted. The decision is made by the Scottish Fashion Awards.

ENTRY GUIDELINES

- All nominations and submissions should relate to work carried out between January 2010 and April 2011.
- All entries should be completed and accompanied by the entry form on these pages and the appropriate cheque (£45 excluding VAT per entry). Graduates entrants are exempt from the fee.
- 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 April 8th 2011.
- 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

- 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 2010-April 2011.
 - 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 2010-April 2011. 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.
 - Shortlisted graduates will be notified in writing by April 30th and presented with their design brief from Marks & Spencer. Please note that further instructions will be outlined on this brief. Deadline for submissions is 20th May 2011. A budget for fabric will be provided to all shortlisted candidates. Finalists will be required to attend a panel interview with their design. (Presentations will take place week commencing 23rd May 2011).

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 2010 - April 2011.
 - 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. (This award is open to both female and male models). 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 2010 - April 2011.
 - Optional - press cuttings maybe included.
 - In no more than 50 words summarise your most iconic assignment and supply an image, either jpeg or CD.

ENTRY GUIDELINES FOR CATEGORIES 10, 11 AND 12

Category 10 will be voted for by the public and details will be announced on official website at the end of April 2011. Category 11 and 12 are not open for public entry and shall be presented by the organisers at the event on June 15th 2011.

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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:

Institution:

Institution telephone number:

Course:

Course Director:

Payment details

Fees: £45 (Plus VAT £9.00)

Students are exempt.

Enclosed is a cheque made payable to the

Scottish Fashion Awards for £

Signed

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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)

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

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):

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

SCOTTISH FASHION AWARDS: 2011

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 2011. Graduates from any other year will be deemed ineligible.
5. The SFA/Hartmann Media reserves the right to combine or withdraw a category if it considers there are insufficient entries in any category.
6. The SFA/Hartmann Media 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 official 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/Hartmann Media 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 April 2011 accompanied by a cheque as payment for the judging fee of £45 plus VAT per category. All material should be sent to The Scottish Fashion Awards, C/O Hartmann Media Ltd, Lovat House, Gavell Road, Glasgow G65 9BS or e-mailed to eventsteam@hartmannmedia.co.uk
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 2011 (Check website for full details).
13. All nominations and submissions should be related to work carried out between January 2010-April 2011.
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 8th April 2011.
- Publication of shortlists: 30th April 2011.
- Judges initial review 9th May - 30th May 2011.
- Scottish Fashion Awards 2011: 15th June 2011.

Enquiries: Scottish Fashion Awards - Tessa Hartmann:

Telephone: +44(0) 1236 826666 or email karla@hartmannmedia.co.uk