

*** SELVEDGE STUDIO**

Project Selvedge 2014 Designer Questionnaire**

****Let's be clear off the bat, everyone who "applies" to project selvedge gets to participate in at least the first challenge! We've never turned someone down and we don't intend to start now. This is simply a way to get to know you better.****

Return application to Selvedge Studio by FRIDAY, FEBRUARY 28th. Please include a \$25 application fee, this you will get back in store credit after the competition is over. (Ask about scholarships) We will also need to see at least 3 photos of clothing pieces you have recently sewn, you can email those to leah@selvedgestudio.com

Name, Phone number, Email address:

Please answer the following questions, be CREATIVE:

- 1) How many years experience sewing do you have?**
- 2) Where does your sewing knowledge come from (who taught you what you know)?**
- 3) What makes your clothing designs unique/special/interesting/exciting?**
- 4) What kinds of clothing pieces (skirts, pants, jackets, etc.) are your favorite to design and sew?**
- 5) Use one word to describe your personality.**

I, (sign name)

have read the rules and guidelines and am ready to accept this creative challenge!



Rules & Guidelines

Prizes include:

- * The winner will receive \$500 in fabric from Selvedge's textile resources. Select pieces from the winner's designs will be sold at Selvedge
- * \$250 credit toward an Elna sewing machine
- * \$150 gift certificate to Betty's Divine
- * 15 minutes of fame: City wide acknowledgment in newspaper, radio and TV coverage, and an opportunity to hob nob with the city's finest
- * Other goodies from friends of Selvedge TBA

You must be available for the following dates (shows start at 6:30, be early):

- *Challenge 1 Fashion Show: First Friday, March 7
- *Zoo city music awards Fashion Show @ The Wilma: Sat, March 8
- *Challenge 2 Fashion Show: Friday, March 14
- *Challenge 3 Fashion Show: Friday, March 21
- (*March 28 –BYE WEEK)
- *Challenge 4 Fashion Show: First Friday, April 4
- *Challenge 5 Fashion Show: Friday, April 11
- *Challenge 6 Fashion Show: Friday, April 18
- (*April 25 –BYE WEEK)
- *Challenge FINALE Fashion Show @ TBA: First Friday, May 2

Contestants

Participants must have a *basic* sewing knowledge and ability to design, create and fabricate pieces of clothing. During this contest, participants will have NO outside ASSISTANCE with sewing & design. Don't underestimate your abilities; we know you can do it!

If accepted as a contestant in Project Selvedge, you must participate in all challenges.

Challenges

Two or three designers will compete in the final challenge and fashion show. These designers will be given two weeks to complete the final challenge.

Judging

Each challenge will be judged on (in order of priority):

- 1) Overall design**
- 2) Creativity**
- 3) Solution to challenges**
- 4) Quality of craftsmanship & fit of clothing on model**
- 5) Style**

The judges will decide a loser of each challenge. The loser will be eliminated and the winner will continue in the contest. The crowd will also be invited to vote on their favorite designers from each week, which will be taken into consideration by the judges. A crowd favorite is chosen after each fashion show.

Models

Each contestant is responsible for finding a *reliable* model(s) to wear the clothes created in each challenge, unless a model is provided for a specific challenge. Model(s) must be available on the dates of the Challenges from 6-9pm.

Before each presentation to the judges, designers will be allowed to accessorize their model with items from Betty's Divine. Hair and makeup are the responsibility of each model and designer.