

Little Rock Fashion Week™

It's Fashionment™
July 12-17, 2010

2010 LRFW Designer Application



Thank you for interest in participating in Little Rock Fashion Week 2010. LRFW will merge fashion and entertainment, feature top models, wearing fall and winter season clothes provided by local and national designers and boutiques, celebrity hosts and live performances by popular musicians.

LRFW 2010 will be held July 12-17.

Application Postmarked Deadline: April 16, 2010

Enclosed are the following items: designer application, payment form, designer agreement form, and release form.

Please include the following with your completed application:

1. Designer bio and 3-5 photos or sketches of your collection.
2. Photocopy of company/label name logo via jpeg
3. Designer/company bio
4. Photo of designer(s)
5. Signed Agreement form
6. Check or money order made payable to Little Rock Fashion Week for registration of \$99.00. For students check or money order made payable to Little Rock Fashion Week for registration of \$49.00. **All students must provide a copy of their most recent school transcript.**

Note: If designer is denied entry, the full registration fee amount will be refunded within 30 days after application deadline. Please format all jpeg images/logos in the 300 DPI format.

No phone calls. A LRFW representative will notify you of our decision via e-mail by **April 23**. However, some designers will receive notices earlier. Designers/boutiques' will be judged based on clothing style, marketability, and on show's space availability. We have a first come first serve policy, so the earlier you submit your application the sooner you'll have a reserved space at one of our shows.

Did you know that from June 2009 to December 2009 that LittleRockFashionWeek.com received nearly 400,000 page views?

That means that people and companies from all over visited our website to research our designers and gave them business. In 2010, we expect nearly 1,000,000 page views. You could be one of the designers/clothing lines that people from across the land are talking about.

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Please type or print clearly the following information.

Business/Brand Name _____

Street Address _____

City _____

State _____

Zip _____

Website Address _____

Mailing Address (if different from above): _____

City _____

State _____

Zip _____

Contact person: _____

Title: _____

Phone number: _____

E-mail address: _____

In 50 words or less describe your clothing line or boutique. Include your target buyer (age, gender, etc.)

Check all categories that apply:

- Accessories
- Athletic
- Bridal
- Couture
- Eco-friendly
- Everyday
- Evening

- Full-figured
- Men
- Professional/Business
- Urban
- Women
- Youth
- Other:

(Please specify) _____

Selected 2010 Designers/Boutiques receive:

- Name and logo appear at LittleRockFashionWeek.com and link to your website
- Inclusion in the official LRFW program with company/designer bio
- Designers compete for LRFW 2010 Clothing Line of the Year honor
- Runway models
- Product placement opportunities across all media
- Two (2) tickets to your particular runway show
- Hair & Make-up services for runway models
- Receive photos from runway show
- 30% off vendor booth

2010 Clothing Line of the Year receives (not limited to):

- Refund of registration fee
- Individual webpage at LittleRockFashionWeek.com website
- Registration fee waved at LRFW 2011
- Free LRFW 2010 DVD

NaJo - 2009 Clothing Line of the Year - received:

- Individual webpage at LittleRockFashionWeek.com
- Featured designer at LRFW produced Urban Fashion Show
- Dressed celebrities
- Registration fee waved at LRFW 2010
- Free LRFW 2009 DVD
- Invitation to display clothes at other national fashion weeks

LRFW offers participating clothing companies/brands opportunities to receive maximum exposure in many ways. Please check the areas that you are interested in placing products:

- TV
- Print
- Personal
- Appearances
- Celebrities
- Executive Producer
- Preview shows
- Press Conferences

LRFW designers/boutiques must produce a quantity of **8-20 fall/winter season** looks. Please tell us, if selected, what number of looks, you would display and give the gender breakdown for models you'll need.

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Agreement

I _____ (designer or company executive's name) agree to participate in fashion shows and events produced by Little Rock Fashion Week, L.L.C. ("Producer") and its partners.

I agree to provide all necessary materials listed in application and agree to meet deadlines.

I agree to adhere to fitting schedules given by Producer.

I agree to produce winter and/or fall season specific garments and show a minimum of 8 looks, but no more than 20.

I agree to notify designer coordinator with any issues, conflicts, sicknesses, tardiness, absences that might be detrimental to production at least 24 hours before scheduled event.

I agree to represent Little Rock Fashion Week and myself with the utmost dignity.

I agree to show respect to Producer, partners, volunteers, models and other show participants. Producer agrees to reciprocate respect.

I acknowledge that I am responsible for all travel, hotel room, and food expenses.

I acknowledge that Producer has the right, at its sole discretion, to add event dates, change production schedules and make cancellations.

I acknowledge that Producer has sole discretion to accept and/or deny any designer/boutique participation in the event of non-compliance to this agreement. In the event that I am dismissed due to my failure to comply with rules and guidelines, my registration fee is non-refundable. My registration fee is non-refundable if I cancel my participation less than 60 days prior to LRFW 2010 (July 12, 2010).

I acknowledge that if I do not provide music selection for my segment by **June 7, 2010**, Producer will have the right to select my music at its discretion.

I acknowledge, that if selected, I **MUST** have product completed by **July 1**.

I acknowledge that Producer has sole creative control of productions and control of designer's show placements.

I acknowledge that Producer selects models to participate and any models I desire to use must attend model call. **NO MODELS WILL BE ADDED AFTER MODEL AUDITIONS.**

I accept that all decisions on award recipients are final and I have no right to contend.

I acknowledge that Producer will determine show line ups.

I acknowledge that the Producer will determine the show runways and the timing of the models walk.

I acknowledge that I am responsible for all my garments. Producer is not liable and not financially responsible for any lost, or stolen, or damaged garments or accessories.
I acknowledge that Producer is not liable for personal losses or injuries to participants.

I acknowledge that I am allowed up to two (2) backstage representatives to assist with collecting garments and dressing models.

I agree to contact the assigned designer coordinator directly with any model related issues.

I acknowledge that Little Rock Fashion Week is a photographed and videotaped production, which is owned exclusively by Producer (Read release below).

For good and valuable consideration herein acknowledged as received, I, being the legal owner of name, logo, property, or having the right to permit the taking and use of photographs and videos does irrevocably grant to Producer, his/her agents, heirs, legal representatives, and assigns the full perpetual rights to take and use such photographs and videotapes in advertising, trade, or for any purpose.

I also consent to the use of any printed, photographed, videotaped matter in conjunction therewith. I hereby waive any rights I may have to inspect or approve the finished product or products, or the advertising copy or other published and videotaped matter that may be used in connection therewith, or the use to which it may be applied. I hereby releases, discharges, and agrees to save harmless and defend Producer, his/or her heirs, legal representatives, and assigns, and all persons acting under its permission or authority, or those for whom it is acting, from any liability by virtue of any blurring, distortion, alteration, optical illusion, or use in composite form, whether intentional or otherwise, that may occur or be produced in the taking of said picture or in any subsequent processing thereof, as well as any publication thereof, even though it may subject Producer, his/her/its heirs, representatives, successors, and assigns, to ridicule, scandal, reproach, scorn, and indignity.

I hereby warrant that I am a legally competent adult and have every right to contract in his/her own name in the above regard. The undersigned states further that I/We have read the above authorization, release, and agreement, prior to its execution, and that I fully familiar with the contents thereof. If the undersigned is signing as an agent or employee of a firm or corporation, the undersigned warrants that he/she is fully authorized to do so. This release shall be binding upon the undersigned and his/her/its heirs, legal representatives, successors, and assigns.

I have read, understand and agree to the guidelines and points stated in this agreement.

Sign name: _____

Dated: _____

Print name: _____

Telephone: _____

IF UNDER AGE 18,

I hereby warrant that I am the parent and/or legal guardian of (_____). I have read, understand and agree to the guidelines and points stated in this agreement.

Sign name: _____

Dated: _____

Print name: _____

Telephone: _____

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Designer/Boutique application billing form

Credit Card Type

Card Number

Expiration Date

Name/Company Name (Purchaser): _____

Contact Person: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Signature

Date

Mail or e-mail registration fee, application and company materials to the address below:

Little Rock Fashion Week, L.L.C
P.O. Box 45002
Little Rock, AR 72214
joinus@littlerockfashionweek.com

For your convenience, you may pay on-line via PayPal at LittleRockFashionWeek.com or by transferring funds to joinus@littlerockfashionweek.com.