



2017 Brother Design Stars Student Information Sheet

Thanks for registering!

As New Zealand's only national youth fashion and craft competition open to **all** students, Brother Design Stars celebrates young budding fashion designers and creative artists. We hope you have fun designing and producing your entry and putting your creative talents to work. Good luck!

Enclosed in this pack are all the important things you need to complete your entry:

- Entry Form (which must be completed and sent with your design). Please complete an entry form for **every** entry.
- Courier ticket (to get your entry/ies to Auckland for judging). *Please note - if you've registered as a class, you will not individually receive a courier ticket*

Here are the key dates you need to mark in your diary:

July 7	All registrations close
July 14	Physical entries received
August	Winners announced
w/c August 28	Showcase at New Zealand Fashion Week in <i>The NZFW Graduate Show supported by Brother</i>

THEME

'Steal The Show'

This year we want you to create something glamorous and show stopping! Channel style icons like Princess Diana, Audrey Hepburn and Marilyn Monroe, be inspired by an era of glamour, or even use a moment in history to inspire their fashion statement. Whatever direction your creativity takes you in, make it a scene stealer!

CATEGORIES

Craft	School Years 7-9
Craft	School Years 10 -13
Fashion	School Years 7-9
Fashion	School Years 10 -13

Craft

We want you to create a unique and eye-catching hat or piece of head wear that relates to this year's theme, 'Steal the Show'. From berets to sunhats, crowns to fascinators, it can be as simple or as extravagant as you want. The only limitation is your imagination!

Fashion

We want you to create a runway-ready fashion item, or outfit, which relates to this year's theme, 'Steal the Show'. Think bold, glamour and uniquely you!

If you're entering this category and designing to the brief, don't forget to check out the 2017 guidelines below. If you're entering but not designing to the sizing guidelines you **MUST** tell us what size (12, 14, 16 etc) you're making your garment/outfit, so we can accommodate.

Garment Sizing Guidelines

All finalists' garments will be modelled on the catwalk as part of the *NZ Fashion Week Graduate Show*, supported by Brother. As the professional models will be standard women's size 8 to 10, we ask that you follow these sizing guidelines:

Standard Women's Size (8 – 10)		
	Centimetre	Inches
Bust	76 - 84	30 - 35
Waist	60 - 68	23 ½ - 28
Inside Leg	79 - 79	31 - 31
Hip	N/A	32 - 36

Standard Men's Size (M – L)		
	Centimetre	Inches
Chest	100 - 104	39 ½ - 41
Waist	88 - 92	24 ½ - 36 ½
Inside Leg	83 - 84	32 ¾ - 33

Here's what the judges will be looking for:

THEME	
	Use of theme shown in final garment/hat/head wear
	Final garment/hat/head wear designed for runway (think bold, dramatic, theatrical & wearable)
CREATIVITY	
	Creativity expressed in final garment/hat/head wear
TECHNICAL SKILL	
	Level of difficulty shown in final garment/hat/head wear (appropriate to age bracket)
	Detail and finishing
	Garment made to size (as outlined in garment sizing guidelines)

COST

Entering the awards is free!

PRIZES*

All finalists and winners will have their entries showcased on the runway at New Zealand Fashion Week as part of the *Graduate Show*, supported by Brother

Supreme Winner

Brother product for your textile class to the value of \$3,750

Fashion & Craft Winners x4

Brother product to the value of \$999

Fashion & Craft Finalists

Brother Cube label maker and awesome Brother ribbon and laminated tapes to go with!

*for a full prize list visit www.brotherdesignstars.co.nz/Prizes

WHAT TO INCLUDE WHEN SENDING YOUR ENTRY IN:

- Entry/ies
- Entry Form
- One or more photos/sketches demonstrating how you would like your entry worn/displayed
- Return courier ticket (if you're unable to collect your entry after judging from the Auckland office)

WHERE TO SEND YOUR ENTRY:

Brother Design Stars Awards Office
c/o Goode PR
Samsung Building
24 Warehouse Way
Northcote
Auckland 0627

CONTACT

Email	designstars@brother.co.nz
Phone	09 480 9948
Website	brotherdesignstars.co.nz
Facebook	facebook.com/BrotherNZ
Pinterest	pinterest.com/brothernz

ENTRIES MUST BE RECEIVED BY FRIDAY 14 JULY 2017

NOTE

- If you need to print any forms, you can find them all at www.brotherdesignstars.co.nz
- If you register online after 30 June 2017, you will need to pay to send your entry to Auckland for judging
- Your entry cannot be made by someone else. It must be made by you
- Group or team projects are not accepted – this is an individual competition
- If you've entered *Walk the Line*, you will not receive your entry back after judging. All fashion entries entered into both competitions will be available for pick-up at the *Walk the Line* dress rehearsal on Saturday 12 August
- Entry/ies will be available for pickup from The Brother Design Stars Awards Office on the allocated 'pick up day' (to be announced)
- If you are unable to collect you **must include a return courier** ticket with your entry/entries
- Got questions? Check out our FAQ's at www.brotherdesignstars.co.nz