

2021 REV UP CHICAGO DESIGNER

APPLICATION GUIDELINES

This year marks our second Virtual REV UP CHICAGO! This is your opportunity to join some of Chicago's best designers in a celebration of our fashion community!

If chosen, designers will participate in a hybrid live/virtual broadcast event that includes:

- 2-3 minute fashion vignette
- 1-2 minute interview video
- Live entertainment
- Scholarship Presentation
- Raffle/Silent Auction

Each designer will have the opportunity to showcase 4 outfits, choosing their own models, and collaborating with the production team to make sure their video features their unique voice.

CRITERIA

- Designer must live in Chicagoland*.
- Designer must be a current member of the Apparel Industry Board, Inc.
 - If not currently a member, must sign up upon acceptance to the show.
- Business must have produced 1 previous collection prior to applying.
- Merchandise must be produced in Chicagoland*.

*Within a 50 mile radius from downtown Chicago.

REV UP CHICAGO

4255 NORTH KNOX AVENUE, SUITE 175 CHICAGO, ILLINOIS 60641 PHONE: 312.836.1041 EMAIL: AIBI@AIBI.COM

TIMELINE



Applications and entry videos can be uploaded starting on Tuesday, June 1, 2021 at 12:00 AM* up to and ending at 11:59 PM* on Wednesday, August 25, 2021. Entries arriving after 11:59 PM* on Wednesday, August 25, 2021 will not be accepted.

Our jury will convene the week of August 31st to discuss and choose our emerging designers for 2021. Those chosen to move forward will be notified by September 8, 2021 and announced to the public on September 10, 2021.

Once chosen, things will move very quickly. Your participation fee will be charged to your credit card on September 10th. You'll schedule your appointments for production meetings and filming the day you're notified. Filming of your fashion vignette will take place in Mid-September. For examples from last year's show see <https://youtube.com/playlist?list=PLPW5sNBIWTJqYz96t7YVSuBqbw8XUI-DC>

AIBI has assembled a professional team to ensure we capture the best quality fashion videos. Together, we have the opportunity to create something truly unique and wholly CHICAGO!

GOOD LUCK!

*All deadlines are in CST.

RULES

1. Only 1 entry per designer is allowed.
2. Each designer will be showing a collection of 4 outfits for this event. This is aimed at the consumer market, so a fall collection is preferable.
3. Deadlines are final. Late entries will not be considered.
4. All entries will be judged by AIBI-elected Judges.
5. Designers must follow all submission guidelines (next page) to be considered for participation in REV UP CHICAGO.

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SUBMISSION GUIDELINES

Deadline: August 25, 2021 at 11:59PM* CST

Upload Link: <https://www.dropbox.com/request/Hsy5xoLqjZ3Pu2NAaCVc>

Labeling Files: Brand Name – Item (Ex. Sample Brand - Video)

Files Needed:

1. **Application:** The attached application must be filled out in its entirety for a designer to be considered.
2. **Line Sheet:** Your line sheet must include colorways, retail price and size availability for every garment available in the collection.
3. **Photos:** Submit 4 still photos (one for each outfit) of your garments on a model. These can be uploaded as single jpegs, or together as a pdf.
4. **Headshot:** Submit a headshot of the designer as a jpeg.
5. **Video:** 1 – 1.5 minute video that answers the following:
 - a. Your Name.
 - b. Brand Name.
 - c. Why did you create your brand?
 - d. What inspired this collection?
 - e. What do you love about being based in Chicago?
6. **Media Release:** All designers need to sign a Media Release Form.

Fees: Participation fees are \$500 per designer. This covers the professional production of a 2 - 3 minute editorial fashion vignette and 1 - 2 minute interview video which you will receive copies of after the initial broadcast. Payment will not be taken until you have been accepted.

Please contact: aibi@aibi.com with any questions.

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DESIGNER APPLICATION

Brand Name: _____
(Please print exactly as you wish for it to appear on promotional materials)

Designer's Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Website: _____ Instagram: _____

How many years have you been in business? _____ Years

Do you produce your merchandise in Chicagoland*? _____ YES _____ NO

Do you produce your merchandise through contractor(s)? _____ YES _____ NO

If yes, what contractor(s)? _____

If no, where and how is your merchandise produced? _____

Who is your target audience? _____

Do you sell wholesale or direct to consumers? _____

If wholesale, list 1-2 stores that carry your collection: _____

Have you participated in other AIBI Programs? If so, which ones? _____

If you feel these questions do not tell us enough about you and/or your product please feel free to tell us more about your collection/line here: _____

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MEDIA RELEASE FORM

I, _____, grant permission to Apparel Industry Board, Inc., Apparel Industry Foundation, Inc., Zzazz Productions, Francis Son, and Bentley Gold Coast, hereinafter known as the "Media" to use my image (photographs and/or video) for use in Media publications including:

Videos

Newsletters

Website and/or Affiliates

Email Blasts

Magazines

Social Media

Recruiting Brochures

General Publications

Other: _____

I hereby waive any right to inspect or approve the finished photographs or electronic matter that may be used in conjunction with them now or in the future, whether that use is known to me or unknown, and I waive any right to royalties or other compensation arising from or related to the use of the image.

Please **initial** the paragraph below which is applicable to your present situation:

_____ - I am 20 years of age or older and I am competent to contract in my own name. I have read this release before signing below, and I fully understand the contents, meaning and impact of this release. I understand that I am free to address any specific questions regarding this release by submitting those questions in writing prior to signing, and I agree that my failure to do so will be interpreted as a free and knowledgeable acceptance of the terms of this release.

_____ - I am the parent or legal guardian of the below named child. I have read this release before signing below, and I fully understand the contents, meaning and impact of this release. I understand that I am free to address any specific questions regarding this release by submitting those questions in writing prior to signing, and I agree that my failure to do so will be interpreted as a free and knowledgeable acceptance of the terms of this release.

Signature: _____

Printed Name: _____ **Date:** _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Signature of parent or legal guardian: _____
(if under 20 years of age)

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