# 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

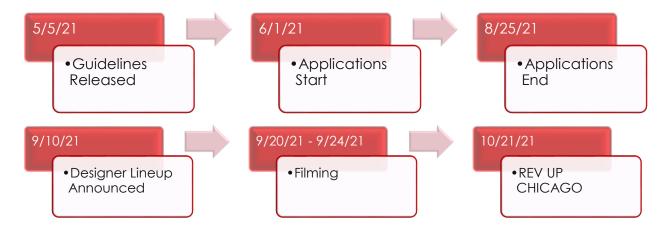
Each designer will have the opportunity to showcase 4 outfits, choosing their own models, and collaborating with the production team to make sure their video features their unique voice.

## **CRITERIA**

- Designer must live in Chicagoland\*.
- Designer must be a current member of the Apparel Industry Board, Inc.
  - o 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.

#### **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 31<sup>st</sup> 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 10<sup>th</sup>. 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.

## 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.

# **DESIGNER APPLICATION**

Brand Name: (Please print exactly as you wish for it to appea	ar on promotional materia	ls)	
Designer's Name:	·	•	
Address:			
City:			
Phone:Email:			
Website:Instagr	am:		
How many years have you been in business?		<u>Years</u>	
Do you produce your merchandise in Chicagol	and*?YES	NO	
Do you produce your merchandise through cor	ntractor(s)?	YESNO	
If yes, what contractor(s)?	_		
If no, where and how is your merchandise produ	uced?		
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**

Industry Foundation, Inc., Zzaz		o Apparel Industry Board, Inc., Apparel tley Gold Coast, hereinafter known as edia publications including:	
Videos	Newsletters	Website and/or Affiliates	
<b>Email Blasts</b>	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 be	low which is applicable to your preser	nt situation:	
release before signing below, understand that I am free to a	and I fully understand the contents, address any specific questions regar uning, and I agree that my failure to c	act in my own name. I have read this meaning and impact of this release. I ding this release by submitting those to so will be interpreted as a free and	
below, and I fully understand the to address any specific question	ne contents, meaning and impact of the contents, meaning and impact of the contents are submitted.	I have read this release before signing his release. I understand that I am free ting those questions in writing prior to ree and knowledgeable acceptance of	
Signature:			
Printed Name:	Da	Date:	
Address:		_	
City:	State:	Zip:	
Signature of parent or legal g	uardian:		