

PRODUCT
RUNWAY
2019

The South Central Chapter of ASID
Product Runway 2019
Garment Label Rules + Regulations

Your guide to providing the tools for our killer designers!

ASID SOUTH CENTRAL CHAPTER PRODUCT RUNWAY | FRIGHT NIGHT

Welcome to ASID SOUTH CENTRAL CHAPTER'S first biennial production of
PRODUCT RUNWAY!

Product Runway is an avant-garde couture fashion design competition with a bit of a twist. ASID South Central Chapter Product Runway, influenced by the concept of the hit reaty TV show Project Runway, is one of a handful of fashion shows of its kind in the country. Product Runway puts teams of interior design and architecture professionals and students in a fashion design competition, creating handmade garments out of standard architectural finish materials such as glass, tile, carpet and wood. The culmination of the competition will be held at The Ballroom at I Street in Bentonville.

FRIGHT NIGHT!

Product Runway challenges participants to channel their design experience to create hand-made runway garments using materials provided by their garment labels (industry partners). Apropos of our Friday the 13th event date, each ASID Product Runway design team will be assigned an iconic horror movie genre that will inspire their creations. The challenge is to work with industry manufacturers and representatives to create their garments in their assigned theme within a 9 week period. The culmination of these efforts will be modeled by one member of the design team at our spectacular runway show finale. The fashions will be judged on their design, craftsmanship, construction, and relevance to their assigned theme.

We cannot wait to see the South Central Chapter shine!! Friday the 13th never looked so good!!



IMAGES OF PRODUCT RUNWAY PRODUCTIONS ACROSS THE COUNTRY

If you need any further information about the event, please feel free to visit our event website at
<https://scasid-events.com/product-runway.html>

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**Fright Night themes
are shown below:**

80's Scream Queen

Film Noir

Zombie Apocalypse

Sci-Fi Thriller

The Masked Man

Vampires!

Mad Scientist

Gothic Horror

Child's Play

Hitchcock Classic

This year marks the first year of Product Runway, and we wanted to make sure it was a SCREAM! Apropos of our Friday the 13th event date, the themes for this first year's Product Runway will be classic horror films!

Design teams will be assigned a notable horror movie sub-genre to use as their basis of design inspiration. The themes range from all imaginable horror movies themes from which the designers can derive color, texture, pattern and scale inspiration - just to name a few! Teams are encouraged to work with their garment label representatives to select materials that will best reflect their particular genre. Teams also have the option to modify the color of their hard and/or soft goods by method of paint, dying, etc. Within the portfolio submissions, each team will be asked to describe how their garment's design relates, interprets, and pays homage to their assigned theme.

The team's assigned theme, or any significant imagery will be shown within portfolios, as well as display screens during the model's runway walk during the show.

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CONSTRUCTION +
MATERIAL
REQUIREMENTS

Garment Labels will be paired at random with a design team and one additional hard/soft good garment label. Each garment label can provide materials at cost of \$350.00 net to the design team.

Below are the requirements given to the design teams:

Design teams will be paired at random with one HARD GOOD and one SOFT GOOD Garment Label. The final garment must contain a minimum of 80% (mix of hard good garment label and soft good garment label) of product provided by all assigned garment labels. The remaining 20% can be additional material decided upon by the design team as needed. Design teams must comply with a budget of \$350 NET for materials from each garment label sponsor. Teams are strongly encouraged to consider the cost burden and time requirements when requesting materials. The design teams may self-fund up to \$150 to purchase supplemental materials: closures, accessories, thread, etc. All garments must be designed and made by the participating design team members; no outsourcing is allowed. All garments must be complete by 10am on September 13th for Garment Judging. After this time, no further alterations will be scored. These guidelines will be given to the judges and will affect your scoring.

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GARMENT LABEL
REGISTRATION

In order to be a hard or soft good, a single or multiline vendor must complete the online registration form and submit payment by **JUNE 13th**. When you register, please make sure to use your preferred email for all ASID Product Runway communication.

In order for a multiline vendor to participate as a garment label sponsor, the multiline vendor must team with a single product line that they represent. A multiline vendor has the opportunity to team with multiple product lines; however, each product line would need to be submitted and paid for individually. Each manufacturer may sign up for a maximum of (2) garment label positions.

All garment labels will be subject to random draw for their design team. No exceptions. All design teams and garment label registrations will be made on a first come, first serve basis.

Garment Label Registration Link: <https://scasid-events.com/garment-label.html>

Cost: \$300 Entry Fee (\$500 for Non-Members) + \$350 Materials (NET)

Registration and fee supports admission tickets for the design teams.

Garment Label Sponsors will receive:
Access for 2 to the Team Reveal Event
Access for 1 at the Garment Judging Event
2 General Admission tickets to the Runway Show

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J U D G I N G +
A W A R D S

Judging Criteria

Uniqueness/Creativity of Garment Design
Use of Materials
Adherence to Theme + Design Concept
Craftsmanship/Construction
Runway Performance
Adherence to Budget

Awards

Best in Show
Second Place
Third Place
Best Performance
Crowd Favorite
Most Innovative
Most Wearable

THE SOUTH CENTRAL CHAPTER OF ASID
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P R O D U C T I O N
T I M E L I N E

Thursday, May 23rd

Event sponsorship registration opens

Thursday, May 30th

Design Team Registration and Garment Label registration opens

Thursday, June 13th

Design Team Registration and Garment Label registration closes

Thursday, June 27th

Team Reveal Events in both Little Rock and NWA (additional details to be announced)

Thursday, August 29th

Team Portfolios and Posters and Music
(cut by team to 1 min. 30 sec.) due by end of the business day

Monday, September 2nd

Deadline to notify producers about team stylist and escort

Friday, September 13th

11am - 12pm Garment Judging
1pm - 2pm Dress Rehearsal
8pm Runway Show!!