

2010 Goodwill Runway Showcase

Design Contest Rules

Announcing a special new addition to the 2010 Goodwill Runway Show, the Showcase. The Showcase is a design contest that will feature work from local students, designers, fashionistas, and hobbyists. The winners will have the opportunity to display their work at the show and/or on the runway.

The Categories:

1. **Avant Garde**
 - Design an outfit representing pushing the boundaries of what is accepted as the norm or status quo, a fashion forward or individualistic look.
2. **Mens Shirt re-design**
 - Using one or more men's shirts, repurpose it into a ready-to-wear garment.
3. **Accessory**
 - Using one or more items from Goodwill, repurpose into an accessory (jewelry, handbag, shoes).

The Rules:

1. Each participant may submit one piece per category.
2. Deadline for entries is July 1. Each entry must include:
 - A completed entry form.
 - An electronic submission of 4 photographs - front view, back view, and both sides.
 - A written description of design (including but not limited to materials used, inspiration for piece, and use of Goodwill in design).
3. The initial judging will be based on photo submission and written description. The finalists will be judged in person.
4. At least one element from a Goodwill Store must be present in each design entered (sales receipt(s) must be attached to entry form).
5. Finalists will be announced on Friday, July 30.
6. Finalists will be required to set up their entry between 12-7pm on Wednesday, September 8 at VF Outlet Center- Reading, PA for final judging.
7. All finalists must provide a mannequin or display stand for the piece.
8. The top 5 entries in each category will be asked to present their piece on the Runway.
9. Winners will be contacted by 10am on Thursday, September 9 and should be prepared to feature their design on the Runway at 6:30pm.

The Judging:

The entries will be judged on the following criteria:

- Use of Goodwill
- Overall Appearance
- Originality
- Technical Ability

The Prizes:

All finalists will receive a ticket to the event (valued at \$40).

The winners will get two tickets (valued at \$80).

All finalists will be featured on Berks County Living's Web site.

The 3 winners will have a photo in Berks County Living magazine's B Scene section.

All finalists will have at least one photograph on the Goodwill Web site.

The top winner in each category will receive a \$20 Goodwill Gift Certificate.

To Enter:

Entries must be submitted by 5pm on Thursday, July 1. Send entries to jschley@yourgoodwill.org or mail to Goodwill Keystone Area, Attention: Jennifer Schley, Director of Special Events at 1150 Goodwill Drive, Harrisburg, PA 17101. Questions? Call 717-525-6208. (See entry form for submission details.)

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Design Contest Entry Form

Name: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ E-mail: _____

Category: Avant Garde Mens Shirt Re-design Accessory

How can I enter?

1. **Electronic mail:**

- Include above information in your email with the subject line "Showcase Design Contest".
- Attach 4 photographs - front view, back view, and both sides.
- Attach a type-written description of design (including but not limited to materials used, inspiration for piece, and use of Goodwill in design).
- Attach a scanned copy of Goodwill sales receipt.

2. **Snail mail:**

- Print this form and include in your packet.
- Include a CD/Thumb Drive with your 4 photographs - front view, back view, and both sides.
- Include a type-written description of design (including but not limited to materials used, inspiration for piece, and use of Goodwill in design).
- Include a copy of Goodwill sales receipt.

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