

ART OF FASHION

NEWS RELEASE

Calling All Canadian Fashion Designers! Win \$30,000+ in Prizes at Art of Fashion 2012

Toronto, ON – Designers from across Canada have the opportunity to enter the **14th annual Art of Fashion design competition**, from now until **August 17th 2012**. Coinciding once again with Nuit Blanche, the competition will be held on **September 29th at Hazelton Lanes in Toronto**.

"This year, finalists will have the opportunity to compete for a **prize package worth over \$30,000**, designed to launch their career in the Canadian fashion industry," says Art of Fashion Founder, Michelle Planche. "We strive to help emerging Canadian designers promote and grow their brands."

The 2012 competition theme is RAW. Contestants are encouraged to explore the core elements of fashion design with a back-to-basics focus on technique and unassuming details. From architectural tailoring to utilitarian beauty, RAW provokes stoic detailing and minimalism. 10 novel Canadian designers will be selected to bring their collections to life based on their interpretation of the "RAW" theme, and will compete for two titles: Most Promising Designer – decided on by an industry judging panel, and People's Choice – voted on by the public.

The 2012 prize package includes a monetary grant, exclusive retail and media opportunities, and valuable memberships to art and design organizations, top prizes include:

- Cash prize of \$1000
 - Photography and professional lookbook compilation
 - Public relations campaign in support of FW13 collection, by Keeshan PR
 - Membership to [FGI](#) and complementary booth at [FGI](#) Sample Sale
 - Two \$500+ VIP conference passes to [Creativ Festival](#)
 - Designer work space at [The Work Room](#)
 - Garments will be sold at [Black Daffodil](#) and [Bicyclette Boutique](#)
- ... and more

For designer applications and more information, visit ArtofFashion.org/

Art of Fashion is an award-winning not-for-profit organization committed to fostering the careers of Canadian apparel and accessory designers by creating platforms for exposure. It is the only organization in Canada to offer emerging apparel and accessory designers an opportunity to showcase their talents to both the public and fashion industry insiders, while providing a wealth of marketing and promotional opportunities to foster career growth. Established in 1998 by Michelle Planche, President of Paradigm Events, and driven entirely by the support of volunteers, Art of Fashion strives to be the catalyst that sparks careers in Canadian fashion.

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For more information or to arrange an interview, contact:
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