

## Art of Fashion Design Competition – Last Call for Entries!

Win \$30,000+ in prizes and to be critiqued by some of the industries greatest!

Toronto, ON – The **2012 Art of Fashion Design Competition** is quickly approaching and the countdown to the application deadline is on! Emerging Canadian designers have until **August 17<sup>th</sup> 2012** to get their sketches finalized and their entries in.

Once the application process is complete, **10 design finalists** will be chosen by the Art of Fashion Board of Directors to compete for the **\$30,000+ prize-package** – they will get their collections in front of a select panel of fashion industry judges and 10,000+ attendees during **Nuit Blanche on September 29<sup>th</sup> 2012**, at [Shops at Hazelton Lanes](#) in Toronto.

Designer finalists will have the rare opportunity to pick the brains of some of Canada's most influential designers, editors and industry experts. The elite panel of judges will share their insights and choose 2012's Most Promising Designer.

Art of Fashion is pleased to announce the 2012 judging panel:

- Franco Mirabelli, Owner, [Franco Mirabelli Design Inc.](#)
- Michelle Bilodeau, Editorial Director, [Front Row Magazine](#)
- Kristy Wieber, Co-founder & President of [Rent Frock Repeat](#)
- Lisa Delorme, Co-founder & CEO of [Rent Frock Repeat](#)
- Jessica Jensen, Designer & President at [Jessica Jensen](#)
- Pheinixx, Creative Director at [Pencil](#)
- Kait Walker, Publisher at [Trends Magazine](#)
- Albert Yuen, Designer and 2011 Art of Fashion Winner
- Erin Hershberg, Managing Editor at [TORO Magazine](#)
- Jacqueline Parrish, Fashion Editor at [Anokhi Magazine](#)
- Norwayne Anderson, Agent at [NAM Models](#)
- Mikhail Moudrakovski, [Designer](#) and 2009 Art of Fashion Winner
- Marie Saint Pierre, Designer at [Marie Saint Pierre Design Inc.](#)
- Brent Weisberger, Buyer at [The Bay](#)

"I'm thrilled to be able to offer guidance and advice to the two winning designers once again this year," says Pheinixx, creative director at Pencil and one of this year's judges. "I have been fortunate to work with a diverse mix of Canadian and International designers over the years, and the value of establishing a strong brand early is consistently proven to be at the core of every successful fashion label." In addition to judging the 2012 competition, Pheinixx will be assisting the two winning designers in creative brand development.

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"As a Canadian designer, it is important to me that I do what I can to help emerging designers break out and succeed," says luxury handbag designer and 2012 Art of Fashion judge, Jessica Jensen. "I'm both honoured and excited to be part of the judging panel and I look forward to seeing what the finalists have in store for us."

Don't miss this exciting opportunity. 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.