

ART OF FASHION

Design the Holiday Dress of her Dreams!

Art of Fashion and Fresh Collective Launch the 2014 Ultimate Holiday Dress Design Competition

Toronto, ON- Calling all emerging fashion designers--On July 8th, 2014 Art of Fashion and Fresh Collective are launching a new design competition, *The Ultimate Holiday Dress*. The competition has been developed for emerging Canadian designers to showcase their unique talents and prepare them for an exciting career in fashion.

There are four stages to the competition:

1) **Application submission** for The Ultimate Holiday Dress Competition

2) **Selection Process:** Five Finalists will move on to have a **one-on-one mentorship meeting** with Laura-Jean Bernhardson, CEO and Founder of Fresh Collective, to review their sketches and design concepts for the competition.

3) **Design Production:** Finalists will produce their sample garment and Fresh Collective will select **three designers** to participate in an **"Innovation Station"**. The "Innovation Station" is chance for customers who shop at Fresh Collective stores to give their input on the designs and provide valuable feedback to each designer.

4) **Contract with Fresh Collective.** The winning designer will be selected and if the designer has successfully completed every level of the competition and their garment is marketable, the design will be produced and sold in a Fresh Collective boutique.

Further information and applications for the competition are now available at www.artoffashion.org or contact Michelle Planche at 416-760-0360.

All applications are due by August 1st, 2014 at 5:00pm.

Art of Fashion (AOF) is a Canadian not-for-profit organization offering emerging apparel and accessory designers access to information and resources to enhance their fashion business and career growth alongside platforms to showcase their talents. AOF is committed to facilitating the professional development of Canada's rising fashion talent and has dramatically influenced the careers of hundreds of successful designers. The organization's mission is to champion high-calibre Canadian fashion by fostering the careers of talented emerging designers and also create award-winning platforms for exposure.

Stay in touch with Art of Fashion on Facebook (<https://www.facebook.com/Art.of.Fashion.Designers>) or Twitter **@ArtofFashion** for updates about this and other exciting events!

