



PHILADELPHIA FASHION WEEK  
2ND ANNUAL FASHION EVENT FOR PHILADELPHIA

6-9 OCTOBER 2010 / PHILADELPHIAFASHIONWEEK.ORG / INFO@PHILADELPHIAFASHIONWEEK.ORG

**DESIGNER PARTICIPATION INFORMATION**

**REQUIREMENTS**

Any designer interested in participating in Philadelphia Fashion Week must complete and return this form with fee for participation along with three full-body shots of any or all of the following styles:

- STREETWEAR
- CONTEMPORARY/COUTURE
- DIRECTIONALLY INDEPENDENT

Please submit photos with this form via mail or email jpeg photos to the address listed below. Please be sure to select your style preference(s) on the form below.

Each designer must be able to present during Philadelphia Fashion Week a minimum of 15 complete looks in either one design style or a combination of design styles. 45 is the maximum number of looks allowed. No looks will be allowed to be presented with out approval prior to show.

**DESIGNER INFORMATION** (please PRINT)

FIRST NAME \_\_\_\_\_ LAST NAME \_\_\_\_\_

DESIGN LINE NAME \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

**SUBMISSION DESIGN STYLE** (check any that apply)

- STREETWEAR
- CONTEMPORARY/COUTURE
- DIRECTIONALLY INDEPENDENT

## SUBMISSION FEE

The fee for designers to participate in the runway segment of Philadelphia Fashion Week is \$600. Designers who wish to have a vending booth in addition to a runway show will be subject to an additional charge of \$400. All payments should be sent in the form of a certified check made payable to CMK Entertainment LLC. No payments shall be deposited until your line is chosen to participate in Philadelphia Fashion Week. All payments made by designers who are not chosen to participate shall be returned.

- RUNWAY (\$600)
- RUNWAY/VENDING BOOTH (\$1000)

Once your information is received, you will receive a confirmation email from us. The creative artist and designer review team will examine your line and inform if you have been chosen to participate.

Creative artists and designers may be called in for an interview. At the time of the interview the designer will need to bring in three designs that will be reviewed in person by the design team. The designer review team will meet and a final decision will be sent to all designers.

## RETURN YOUR COMPLETED APPLICATION TO:

VIA EMAIL:                michael@philadelphiafashionweek.org

VIA POST:                CMK Entertainment  
2611 Aspen Street  
Philadelphia, PA 19130  
ATTN: Designer Submission

VIA FAX:                 832.383.3434