

made to create

**BERNINA**

**NORTHLAND  
FASHION AWARDS**

The Rotary Club of  
Whangarei South

PROUDLY PRESENTS THE 2017



# Official Entry Form

7th October 2017



40th Ruby Anniversary

Whangarei District  
**creative**  
COMMUNITIES *nz*

Forum North  
Exhibition Centre

Entries Close  
1st September 2017



Prejudging  
16th & 17th September

Download an entry form @  
[www.northlandfashionawards.org.nz](http://www.northlandfashionawards.org.nz)

All entries are eligible for

*Northland's Designer of the Year*

(prize of a Special Edition Bernina 350SE Sewing Machine)

and the **Extreme Elegance Award**

and your model will be in the running for **Northland's Top Model**

Proceeds from this show will be distributed by the Rotary Club of Whangarei South to local charities.

# BERNINA Northland Fashion Awards 2017

## Entry Form

Please complete the following entry form and post with your entry fee by 1st September 2017 to:  
**Bernina Northland Fashion Awards, P O Box 896, Whangarei**

Name ..... Contact phone number .....

Postal address .....

Email address ..... (Essential so that we can send you further information)

Name of School ..... (If entering a student section)

Category	Garment Title (optional)	Model's Name

Description of Garment .....

Inspiration for Garment .....

Category	Garment Title (optional)	Model's Name

Description of Garment .....

Inspiration for Garment .....

Category	Garment Title (optional)	Model's Name

Description of Garment .....

Inspiration for Garment .....

I have read and agree to the Conditions of Entry of the Bernina Northland Fashion Awards 2017.

**Signed:** ..... (If under the age of 18, please have a parent sign on your behalf).

**Enquiries to Sandy (sandy@berninanorthland.co.nz / ph: 09 438 7654)**

# BERNINA Northland Fashion Awards 2017

## Categories

### Sewing

#### Ruby Red

**Sponsored by Bernina Northland**

As you step out in the evening are you part of the crowd or are you the 'Lady in Red'. Focus on an evening dress that stands out from the crowd. This is an opportunity to design an evening dress / ball gown to celebrate our Ruby anniversary. Judges will be looking at the cut, fit, finish and originality of your design. They are looking for a garment that is beyond just following a pattern – put your flare on 'The Lady in Red'. This category is open to all ages.

#### McLeod's Daughters

**Sponsored by Waipu Pizza Barn and McLeod's Brewery**

The McLeod family arrived in New Zealand during the 1850's. Focus on a fusion of cultures through the ages from 1850 to 2017. This is an opportunity to fuse historical fashion with modern design across cultures. Judges will be looking at fit, originality, innovation in fashion and the overall finish of your garment. Bring the past into the present. This category is open to all ages.

#### Student Fashion Design

**Sponsor to be confirmed**

Young designers lead the way for coming generations. This is your opportunity to show flair in original design without boundaries. Judges will be looking for fit, finish, originality, innovation in fashion and fashion forwardness. This category is open to all students up to and including year 13.

#### Open Fashion Design

**Sponsor to be confirmed**

Think completely outside the box in innovative fashion design to create a fabulous garment. Design with no limitations. Judges will be looking for fit, finish, originality, innovation in fashion and fashion forwardness. This category is open to all ages from tertiary education level students to adults.

#### Student Street Wear

**Sponsor to be confirmed**

Casual / street wear designed by you. Make your mark with a well-constructed garment of original design suitable for daytime wearing. Judges will be looking at the cut, fit, finish and originality of your design. They are looking for a garment that is beyond just following a pattern. This category is open to all students up to and including year 13.

#### Open Street Wear

**Sponsor to be confirmed**

As you go walking down the street what would you like to be wearing? Design a garment that reflects your vision. Judges will be looking at the cut, fit, finish and originality of your design. They are looking for a garment that is beyond just following a pattern. This category is open to all ages from tertiary education level students to adults.

**All garments will also be judged on stage presence / styling on the catwalk**

### Wearable Art

#### Welcome to the Masquerade

**Sponsor to be confirmed**

Design an amazing mask using any medium. Large and small, weird and wonderful the masquerade is all about having fun while remaining anonymous. The model is to wear simple dark clothing so all attention is on the masquerade. Judges will be looking at design concept, construction and technique, creativity, visual impact, and best use of materials. This category is open to all students up to and including year 13.

#### Junior Wearable Art

**Sponsor to be confirmed**

This is art that you make and wear - costumes, daring and beautiful. No theme and no limits to the materials you use however your garment must be able to withstand two parades (pre judging and the event). Judges will be looking at design concept, construction and technique, creativity, visual impact, and best use of materials. This category is open to students up to and including Year 8.

#### Student Wearable Art

**Sponsor to be confirmed**

This is art that you make and wear - costumes, daring and beautiful. No theme and no limits to the materials you use however your garment must be able to withstand two parades (pre judging and the event). Judges will be looking at design concept, construction and technique, creativity, visual impact, and best use of materials. This category is open to students from Year 9 to Year 13.

#### Open Wearable Art

**Sponsor to be confirmed**

This is art that you make and wear - costumes, daring and beautiful. No theme and no limits to the materials you use however your garment must be able to withstand two parades (pre judging and the event). Judges will be looking at design concept, construction and technique, creativity, visual impact, and best use of materials. This category is open to all ages from tertiary education level students to adults.

#### From Trash to Fashion

**Sponsor to be confirmed**

Create a fashionable garment made predominantly from reused / recycled materials and objects. This is recycling at its best! Your garment will need to withstand two parades (pre judging and the event). Judges will be looking at creativity, visual impact, originality, construction, materials employed to be 90% reused / recycled items and best use of materials. This category is open to all ages.

#### Steam Punk

**Sponsor to be confirmed**

Sponsor to be confirmed Imagine returning to a time that never was - technology is steam powered or clockwork, time travel is possible and Kraken rule the seas and skies. Brass, copper, polished wood and fine fabrics abound. Let your imagination run wild in the world of Victorian Science Fiction that is Steampunk to rebel against the modern day preference of a disposable way of life. Create a character attired and accessorized for their Steampunk way of life. Judging based on innovation, creativity, originality and overall character development.

# Conditions of Entry

- This competition is only open to amateur and semi-professional sewers (income \$10000 or less). If sewing is your main source of income you are ineligible to enter this competition.
- This event may be filmed and/or photographed, and by entering you/your model gives consent for these images to be televised or used for publicity relating to future Bernina Northland Fashion Award events.
- Competitors under the age of 13 yrs will need to be supervised by an adult backstage.
- If you win a 1st, 2nd, 3rd or 4th place in an event, the sponsors of that section have the right to use and/or display your entry until the end of the year, at which point you will be contacted to retrieve your garment.
- Non-refundable entry fee is \$20 per entry. Cheque should be made out to "Rotary Club of Whangarei South Inc" and posted with your entry form by 1st September 2017 to Bernina Northland Fashion Awards, C/- Rotary Club of Whangarei South, P O Box 896, Whangarei, or you can email your entry form to [sandy@berninanorthland.co.nz](mailto:sandy@berninanorthland.co.nz) and pay your entry fee via internet banking to:  
Whangarei South Rotary Charitable Trust, Account Number 03-0497-0313562-04  
with your name as it appears on the entry form for the reference (first and last names please).
- Entry forms and fees must be received by 1st September 2017.
- Prizes are subject to change depending on entry numbers.
- Garments that have been entered into previous Bernina Fashion Awards cannot be re-entered.
- You cannot enter the same garment into more than one category.
- If you have more than one garment you need to have a different model for each. There is not enough time for quick changes.
- Organisers reserve the right to re-categorise a garment or to omit it from the show.
- Organisers reserve the right to combine categories if entry numbers are considered too low.
- You must provide your own model(s).
- The judges' decision is final.
- The show will start at 6:30pm on Saturday 7 October 2017 at Forum North Exhibition Hall, Rust Avenue, Whangarei. You and your model will need to sign in together between 4.30 pm and 6.00 pm. You will be expected to stay at Forum North after signing in. Groups should all sign in together.
- You and your model may be expected to attend a Full Rehearsal at a time and date to be advised at Forum North Exhibition Hall. You will be advised if you need to be in your garment for the rehearsal. Please let the organisers know if you cannot attend.
- Your email address is essential so that we can send you further information closer to show time with things you may need to know.

## Additional Information

### Prejudging

- All categories need to be modelled for pre-judging at People Potential, 17 Keyte Stree, Whangarei on the 16th & 17th September 2017.
- Garments presented for judging must be as you intend them to go down the catwalk on the show night. This includes accessories, hair and makeup. Professional still photography may be taken at the pre-judging.
- The Judges are looking for pieces that are expertly constructed and also show you have a great eye for design. Note judging criteria of each category.
- Your garment may need to be left overnight on the pre-judging weekend to allow time for the judges to inspect them off the model. After inspection, all garments need to be taken home.
- Times for pre-judging will be announced when we know the number of entries in each category.
- If you are unable to make the pre-judging time, please let us know and we will try to arrange something to suit you. Contact our website, ask on Facebook or email the entry registrar.

### Tickets

- Premium, Standard and Children Tickets are available. Children are 12 years and under.
- Tickets can be purchased from the Ticketek office at Forum North or on line at [www.ticketek.co.nz](http://www.ticketek.co.nz)
- Premium tickets are for the rows closest to the catwalk on both sides.

### Photos

- Professional photos of each garment will be taken while on the catwalk on show night. Note that still photography may be taken at the Pre-Judging Weekend. Check our website and Facebook for information on where to purchase.
- A DVD will also be taken on show night and will be available to order on the night.

### Proceeds

- The proceeds from this show will be distributed by the Rotary Club of Whangarei South to local charities.