



2018 Designer Joi's Fashion in Half Scale Rules

The Challenge is to create a garment on a half scale dress form using the current years theme, "Ultra Violet and Imagination". Participants are required to make their entry to fit on a professional 1/2 scale dress form. Entries must be submitted online to the event gallery on the Designer Joi Mahon Facebook page no later than October 1, 2018 (instructions below). An online sew-along & event training with Designer Joi Mahon is available through the store on www.designerjoi.com. It is not required. Joi will lead you through the process of draping and designing on a dress form along with tips and tricks for participating in a sewing contest.

Entries will be judged by a panel of sewlebrity judges. On or around October 15th the finalists will be notified. Finalists will be required to send in their actual design (no dress form) to Designer Joi's Sewing Factory by the first of November for live sewlebrity judging, professional photography and more. Winners will be announced around mid-November on the Designer Joi Facebook page and participating sponsors pages. Selected designs may be featured in publication and/or go on exhibit before being returned to creator.

Details:

1. Contestant must be at least 18 years of age.
2. All entries require a \$25 entry fee. No limit to number of entries. Enter at www.designerjoi.com. You will be emailed a link to the official entry form upon processing. Submit your entry fee ASAP to be included in all contestant updates.
3. All entries must fit on a professional 1/2 scale dress form. You are not required to purchase or submit a 1/2 scale form.
 - Industrial half scale forms have an approximate 17.5" body length, natural body shape, realistic contours, are pin-able and are a true 1/2 body size. No adjustable body forms, foam display forms or children/craft forms. Recommended brands include PGM, Wolf, Fashion Forms or those similar. Forms may be purchased from brand specific website, www.designerjoi.com or places like Amazon.com. If you need help finding a place to purchase a form you may contact joi@dressformsdesign.com. Specific measurements listed below.
4. Finalists garments must be mailed to Designer Joi's Sewing Factory by date on notification. This will be around November 1, 2018. (See address below). Do not send any additional materials, i.e. storyboards, journals, receipts or photos.
5. Attach a label with your name and contact information to the inside of your garment.
6. Garments will be pre-judged on the following criteria: including but not limited to and in any combination: fashionable interpretation of theme, originality, creativity, technique, construction, other at the discretion of the judges. Special designations will be awarded example: i.e. Best Construction, Most Original, People's Choice but only when appropriate.
7. Winners will be announced according to the event schedule around mid-November.
8. The contestant must be the maker of their entry in its entirety.
9. All decisions of the jurors and judges are final. Dress Forms Design Studio, LLC reserves the right to reject any entry, including those that fail to follow the Fashion Design in Half Scale contest rules.
10. Nothing Rude, Crude, Leude or inappropriate. Nothing representing any illegal activity or alcohol.
11. Entry must follow all copyright and trademark rules, including not presenting others work as their own.
12. Sponsors shall not be responsible for lost, late, mutilated or misdirected entries. All entries will be handled carefully. Sponsors shall not be responsible for any wear and tear of entries due to exhibiting and traveling.



2018 Fashion in Half Scale Rules continued...

13. The contest will take place under the supervision of the Sponsors. Entries will be judged by a committee of sewing professionals selected by the Sponsors. Participants agree to be bound by these rules and the decision of the judges, whose decisions are final.
14. Sponsors make no warranties with regard to the prizes. Prizes are not transferable. No prize substitution is allowed by the winner, but Sponsors reserve the right to substitute a prize of equal or greater value due to prize unavailability. Prizes are not redeemable by winner for cash value.
15. Entry constitutes permission to use the winner's name, picture, likeness, and city and state of residence for purposes of trade, publicity or promotion for no additional compensation except where prohibited by law.
16. All entries must be original and made entirely by the contestant, may not have won previous prizes and must not infringe on any third party rights. Submission of a garment to this competition and the contestant's signature on the entry constitutes entrant's consent to grant Designer Joi, Dress Forms Design Studio, LLC and sponsors the rights to reproduce and distribute the images through print and electronic media for the promotion of the competition and entrants, and for future use.
17. All entrants release the Sponsors, their affiliates, parents, subsidiaries, directors, officers, employees, agents and all others associated with the development and execution of this from any and all liability from injury, loss or damage of any kind resulting from participation in this promotion or acceptance or use of any prize.
18. Entries winning or not, may be selected for further traveling exhibitions for a period of one year from date of entry at the expense of Dress Forms Design Studio, LLC and it's sponsors. You will be notified during the exhibition if your design will be retained for this opportunity. Credit will be given to participant as designer of your work.
19. Failure to execute and return any requested document within 14 days of postmark, or return of notification or prize as undeliverable may result in forfeiture of prize and an alternate winner will be selected.
20. The winner may be required to execute an Affidavit of Eligibility, a Liability Release and where lawful a Publicity Release. All taxes on prizes are solely the responsibility of the winners.
21. Void where prohibited or restricted by law. All federal, state and local laws and regulations apply.
22. The Grand Prize winner from 2018 may exhibit in 2019 but is not eligible to compete.

To register go to www.designerjoi.com and click on the studio store or go to the Half Scale Icon and landing page for all the official tools and information.



2018 Fashion in Half Scale – “Ultra Violet & Imagination” Schedule of Events

- March 1 Contest Opens
- July 20th 9:00am-4:30 Live Half Scale Draping Event Held at Designer Joi's Sewing Factory register at www.designerjoi.com (not required to participate in contest)
- October 1 Entries must be uploaded on the Designer Joi Mahon FB page photo album.
- October 1- approx Oct. 15th Judges will view and select finalist
- October 15th (approx) - end of Oct. Finalist will be notified via email of selection
- October 15- Nov 1 Finalist will send entry to Designer Joi's Sewing Factory for final round of judging
- November 1-approx. November 15 Judges will select winners.
- November 15 (approx) - November 25th Winners will be notified and posted on Designer Joi Mahon Facebook page and sponsors. Schedule subject to slight changes as needed by sponsors.

Standard Measurements for Half Scale Entry

Your entry upon receipt will be placed on an industrial half scale form for judging and photography. The garment should fit the following standard form measurements:

Bust 17 1/2 inches
Waist 13 1/2 inches
Hips 18 1/2 inches
Neck to Natural Waist 7 inches
Shoulder to floor 29 inches

How to Submit Designs Online

- Log onto Facebook and go to the Designer Joi Mahon Facebook page
- Click the Photo button on the left menu
- Click the Album button on the left and select the 2018 Ultra Violet Contest Album
- Select Add Photo
- Click the little gear settings button above the text box.
- Write a really amazing description including your name, description of the design, and all the details that you want to include. Judges will take this into consideration when selecting finalists.

PRIZES: subject to change or substitutions

- Baby Lock Serger
- Full Size Dress Form
- Feature in Threads Magazine
- Mettler Thread Cabinet
- Clover Notions Bundle
- Vogue Fabric Gift Card