

National Graduate Showcase

The Festival's National Graduate Showcase is Australia's most prestigious showcase for the next generation of Australian fashion design talent.

The Festival invites tertiary fashion design graduates from around Australia to submit applications for selection into this high-profile event.

Through the National Graduate Showcase, the Festival provides talented fashion design graduates the opportunity to have their collections presented in a Festival produced runway show before fashion industry professionals, media and consumers.

OUTCOMES

Applicants selected to participate in the Festival's National Graduate Showcase will receive:

- ◇ Inclusion in the professionally produced runway presentation of the National Graduate Showcase, at the Royal Exhibition Building in March 2018;
- ◇ Associated media coverage generated to support the runway event;
- ◇ Opportunity to network with the judging panel, fashion industry media and designers at exclusive functions;
- ◇ Designer listing via the Festival's digital network;
- ◇ Commemorative Certificate.



TIMELINE	SELECTION CRITERIA	CONDITION OF ENTRY	APPLICATION PROCESS
<p>04 DEC 2017 Applications close</p>	<p>The National Graduate Showcase is open to tertiary graduate fashion design students that fulfil the following criteria:</p> <ul style="list-style-type: none"> ◇ The applicant must be a fashion design student in the final year of a tertiary degree (at the time of application submission) or a postgraduate (having graduated mid-year in 2017) at an accredited Australian tertiary education facility shortlisted by the Festival; ◇ The applicant's submission demonstrates a unique vision, excellence in design and fashion innovation; ◇ The collection is produced with a high level of production quality and attention to detail; ◇ The applicant demonstrates the potential to contribute to the future growth of the Australian fashion industry; ◇ The work presented is solely that of the applicant; and ◇ The application complies with the Conditions of Entry below. <p>Any application or acceptance to be a part of the Festival's National Graduate Showcase is at the sole responsibility of the applicant and the Melbourne Fashion Festival Ltd. will be indemnified of any risk or claims.</p>	<p>To be eligible for consideration, all applications must meet the following requirements:</p> <ul style="list-style-type: none"> ◇ Applicants are encouraged to limit their submissions to A4 size; ◇ The folio must be provided in hard copy and soft copy on a USB; ◇ Individual digital files should not exceed 3MB each; ◇ The Application Form must be completed online; ◇ All sketches and photographs are to be clearly labelled with designer(s) name(s); ◇ Applicants are encouraged to bind all entry components together; <div data-bbox="936 1002 1724 1183" style="border: 1px solid black; padding: 10px; text-align: center;"> <p>The judging panel's selection decisions are confidential and final and no correspondence will be entered into. The Festival will not provide critical analysis or feedback.</p> </div>	<p>Applicants are required to submit a 'capsule folio' of work to be reviewed by the judging panel. The capsule folio and online application must be completed including the following elements:</p> <ul style="list-style-type: none"> ◇ Six (6) A4 pages with sketches/images/ photographs of the collection to be presented on the runway in March 2018 (eg. a capsule collection of six looks). These looks are to work together as a group of synergistic items as well as having strength independently; ◇ Six (6) photographs/images of examples of previous work; <p>The capsule folio and supporting documentation should be forwarded to:</p> <p>National Graduate Showcase Application Melbourne Fashion Festival Ltd. Suite 1, Level 5, 180 Flinders Street Melbourne, Victoria 3000</p> <div data-bbox="1783 1010 2150 1078" style="background-color: #008080; color: white; text-align: center; padding: 5px; font-weight: bold;"> <p>APPLY NOW</p> </div>
<p>08 DEC 2017 Notification of outcome. Successful applicants will be sent a confirmation letter with next steps instructions.</p>			
<p>DEC 2017 Announcement of Finalists. Finalists will work with the Festival's production team to prepare for the runway presentation, and with the PR agency to create media and promotional outcomes.</p>			
<p>10 MAR 2018 National Graduate Showcase runway at VAMFF.</p>			
<p>01 MAR 2018 National Designer Award winner announcement event, Melbourne.</p>			
<p>Extensions are not possible to the Application Deadline, due to judging and promotional activity plans. Please do not email the Festival to enquire whether your application has been received in the post. The Festival will contact you if your application form arrives but not your posted version.</p>			