

St. Pete Art & Fashion Week

Welcome Fashion Brands, to the **12th Annual St. Pete Art & Fashion Week**. Please accept this invitation to showcase your Spring/Summer Collections during the main event and fashion show on September 10th, 2021.

About SPAFW

St. Pete Art & Fashion Week will take place Sept, 8th – 10th in downtown ST. Petersburg, FL. The main show presenting your Spring/Summer collections will be held on Sept. 10th.

Requirements for Boutique Participation

1. The Boutique must be located in the city of St.Petersburg and have been in business for a minimum of 1 year.
2. Display posters and or flyers in store front
3. Be able to show a minimum of 10 Spring / Summer looks on the runway

Requirements for Fashion Designer Participation

- 1.The designer must have been in business for a minimum of 1 collection.
2. Types of collections accepted are Spring / Summer women's day and evening wear, men's wear, resort wear or swimwear.
3. The designer must produce a minimum of 10 looks per collection.
4. If applicable, the designer must be able to manufacturer, produce and ship the collection on the US timetable of 60 days from the date that any order is placed. Manufacturing/production capabilities and quality control are very important in the evaluation process. (Nor required for custom or avant garde designs)
5. The designer must submit a lookbook, linesheet, images, and/or sketches of their most recent collections, a designer biography written in English, and a fully completed application. Submissions must be sent by email for evaluation to Dona@LuxeFashionGroup.com

6. Designer's collection should reflect a line which will be Made to Measure or Ready to Wear/Wholesale. All pieces to be shown on the day of event must be fully constructed & available for the Buyers Preview.

Categories

Made to Measure: Garments that are constructed to fit each customer individually.

Ready to Wear/Wholesale: Garments constructed to fit the manufacturer's definition of an average customer, which will be available to be ordered in large quantities for sales/distribution locally and nationally.

Please check the appropriate category for which you would like to apply.

Made to Measure

Wholesale

Kids or Pet Fashion

S/S Men or Women Fashion

Boutique

Registration Fee

\$100

Vendor Space (Optional)

\$100

Deadline to submit

August 5th, 2022

What to Submit

Application

Lookbook and/or sketches (Designers only)

Registration Fee

What you get

* Show 10 -16 looks in SPAFW runway show

*Professional Models

*Included in all Press Releases and Promotional Materials

*Your Name, logo and links to website listed on SPAFW website

*Professional fashion show production team, volunteers

Please send in your information as soon as possible so you may be considered for this year's show.

The signee certifies that all material for advertising complies with all U.S. and state laws including, but not limited to copyright, licensing, and trademark. Furthermore, signee agrees to indemnify and hold harmless SPAFW, including its officers, partners, employees and affiliates against all liability, claims, and expenses relating to this contract.

Company Name: _____

Company Website: _____

Name: _____

Assistant/Alternate Contact: _____

Address: _____

Email: _____ Phone: _____

Printed Name: _____

Signature: _____ Date: _____

For Additional Questions or Inquiries Please Contact:

Event Director- Dona Crowley 727-580-9328 / Dona@LuxeFashionGroup.com

Mail Completed Form and Fee to:

Luxe Fashion Group 1200 Beachwood Ave Clearwater FL 33759