

**Contestant's Acknowledgment to  
AIRASIA RUNWAY READY DESIGNER SEARCH 2016**

Name				Photo(37x27mm)
Country		Passport No.		
College/University				
E-mail		Mobile No.		
Address				
City of Inspiration (must consist of ASEAN cities only)				
Brief description about your collection				
Submission Materials	<ul style="list-style-type: none"> <li>• All <b>THREE</b> Womenswear (Ready to Wear) sketches</li> <li>• Fabric swatches for the proposed designs.</li> </ul> <p><b>Total attachment size must not exceed 1.5MB</b></p>			
<p><b>I declare that I am informed of all the information concerning the AIRASIA RUNWAY READY DESIGNER SEARCH 2016 and I agree to abide by all the regulations and policies known or to be known.</b></p> <p><b>Full Name (in block letter):</b>  <b>Contestant's signature:</b>  <b>Date:</b></p>				

**Note:**

Please send this acknowledgment together with your electronic personal photo (**JPG format with 300 resolutions**) to our E-mail: [aaphilippines@klfashionweek.com](mailto:aaphilippines@klfashionweek.com) (PHILIPPINES) by **19<sup>th</sup> April 2016**.

**\*WALK IN SUBMISSIONS ARE WELCOME ON THE AUDITION DAY**

## HOW TO ENTER

### OBJECTIVES

AirAsia will be presenting the **AIRASIA RUNWAY READY DESIGNER SEARCH 2016** in conjunction with Kuala Lumpur Fashion Week Ready To Wear 2016 to promote creativity as well as provide a new platform for all designers to showcase their mini collection **themed 'ASEAN', inspired by 10 ASEAN cities** that AirAsia flies to including Malaysia, Singapore, Thailand, Vietnam, Brunei, Cambodia, Myanmar, Laos, Philippines and Indonesia.

### ELIGIBILITY

1. Fresh Graduate, Degree or Diploma fashion design students.
2. Open to all nationalities (**Both domestic and foreign fashion students**).
3. Applicable from age 18 to 28 years old.

### ENTRY DETAILS & GUIDELINES

The three (3) shortlisted contestants from each country will be judged and selected for their originality, creativity and stage presence that are in a class with the quality of Kuala Lumpur Fashion Week Ready to Wear 2016. Contestants **MUST** include their hand-drawn sketches or illustrations and restricted to **ONE** entry per individual for the 2016 competition period.

**Each entry MUST also include the following submission materials:**

1. Three (3) womenswear (Ready to Wear) sketches with a theme, **'ASEAN'**.
2. Fabric swatches for the proposed designs.
3. A completed submission form.

All submission materials must be sent via email to [aaphilippines@klfashionweek.com](mailto:aaphilippines@klfashionweek.com) and must not exceed 1.5MB

**Each entry submitted MUST also adhere to the following guidelines:**

1. Work submitted should be of original content. No segment of the entry ought to be copied in entire or to a limited extent from some other work that is not the contestant's own.
2. All the rights are reserved by **Kuala Lumpur Fashion Week Ready to Wear 2016 and AirAsia** to utilize all images and submission to promote the designers and the competition in all media thereafter for perpetuity.

### JUDGING CRITERIA

1. Design, Creativity and Stage Presentation.
2. Originality/Imagination.
3. Consistency through the collection.
4. Adhering to the theme.

### SUBMISSION

Entries **MUST** be sent via email to [aaphilippines@klfashionweek.com](mailto:aaphilippines@klfashionweek.com) by **19<sup>th</sup> April 2016**.

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## **FIRST ROUND OF JUDGING SESSION**

Design THREE (3) Womenswear (Ready to Wear) sketches with a theme, ASEAN. Every submission must include the following:

THREE (3) Artboards (21 inch x 30 inch/A2 sized artboard):

- 1 Art board of all three sketches
- 1 Art board of fabrications
- 1 Art board of English written description/develop concept or mood board

## **SECOND ROUND (TOP 18) OF JUDGING SESSION**

- Each of the selected Top 18 contestants will be given FIVE (5) Minutes for a one-to-one Q&A session with all judges.
- Only TOP THREE (3) contestants from each country will be chosen for the Finale of AirAsia Runway Ready Designer Search 2016 in conjunction with Kuala Lumpur Fashion Week Ready to Wear 2016.