

**CRYSTAL CITY BUSINESS IMPROVEMENT DISTRICT
CRYSTAL COUTURE—DESIGN COMPETITION – T-SHIRT & JEANS**

December 2009

As part of this year's Crystal Couture, the area's premier fashion event, the Crystal City Business Improvement District (BID) is announcing a Call for Fashion Designers to submit designs for a T-shirt and Jeans design competition.

This **Call for Fashion Designers** invites area fashion designers of all skill levels to submit proposals for custom T-shirt and/or jean designs. All submissions will be presented on the Crystal City BID website as well as through digital projection during the event. The top T-shirt and jean designs will be showcased by professional models on the Crystal Couture runway and professionally photographed. Determined by an audience participatory vote, the Crystal City BID will award a cash prize of \$200 and a \$100 gift certificate for Morton's The Steakhouse to both the most popular T-shirt and jeans designs.

The enclosed package contains the necessary program information to help you submit a proposal for the competition:

- Fashion Designer Participation Form
- Fashion Designer Fact Sheet

For questions or to request additional information, please contact Deanna Ratnikova at 703-412-9432 or via email at dratnikova@crystalcity.org.

CRYSTAL Couture—T-Shirt and Jeans Design Competition

Fashion Designer Participation Form

Name: _____ Date: _____

Address: _____ City: _____

State: _____ Zip: _____ Phone: _____ Email: _____

Description of Proposal, including design theme, colors, inspiration, and materials:

Design Submission: Please submit a full-color sketch or schematic of your design on an 8.5” x 11” sized page (electronically is preferred).

Questions/Information Requests: For any questions or information requests, please contact Deanna Ratnikova at 703-412-9432 or via email at dratnikova@crystalcity.org.

Deadline: Fashion Designer Participation Forms should be received by December 28, 2009. Please send to Deanna Ratnikova via email at dratnikova@crystalcity.org or by mail at:

Deanna Ratnikova
Crystal City Business Improvement District
2001 Jefferson Davis Highway, Suite 505
Arlington, VA 22202

CRYSTAL Couture—T-Shirt and Jeans Design Competition

Fashion Designer Fact Sheet

- What:** A creative fashion project that celebrates the key theme of this year's Crystal Couture fashion event
- Why:** To highlight the artistic fashion talent in the region
- Who:** The Crystal City BID is responsible for changing how people see and perceive Crystal City. Art and fashion remain a critical means of achieving this goal by adding color, interest and conversation to the streets, sidewalks and public spaces of Crystal City.
- Where:** 2450 Crystal Drive, Arlington, VA 22202
- When:** February 2 (T-shirt competition) and 3 (Jeans competition), 2010

Calendar of Key Dates

Call for Fashion Designers Sent	December 1, 2009
Participation Form Submission Deadline	December 28, 2009
Finalists Notification Deadline	January 4, 2010
Runway Show and Winner Chosen	February 2, 2010 (T-Shirt) February 3, 2010 (Jeans)

Design Guidelines

- Fashion designers may submit up to three designs for each competition. Submission of design does not guarantee selection.
- Each design submitted must include a Participation Form and a sketch of the proposed design on an 8.5" x 11" sheet.
- Design submissions should be true to color.
- The Participation Package, including the Participation Form and any design submission must be received by December 28, 2009.

Design Selection Process

- All designs are subject to jury by the Crystal City Business Improvement District Staff.
- Design selections will be completed and designers notified by January 4, 2010.
- Designers selected will be required to bring the T-shirt or pair of jeans "ready-to-wear" by the start of the event and must be present to win.
- Winning design will be chosen by audience participation.
- Payment and gift certificate will be mailed to the winning designer following the end of Crystal Couture.