

IIDA

GATEWAY
chapter

presents

Unravel 2024:

THE
ART
OF
COUTURE
UNRAVEL 2024



Unravel 2024: The Art of Couture

please join us

**Friday, May 31st, 2024
at Touhill Performing Arts Center
at UMSL**

1 University Blvd, St. Louis, MO 63121

**For a night of cocktails and hors d'oeuvres, music, laughter,
live art, and a fashion show you will not forget!**

IIDA invites local designers to participate, in partnership with product manufacturers, to create Couture fashion worthy of the runway. “The Art of Couture” finds glory in celebrating the finest artists in history. Create a runway worthy garment that captures the essence of your assigned piece of artwork, created by the most famous artists in history. By creating a one of a kind piece of artwork that walks the runway, your goal is to allow viewers into the soul of your artist and their masterpiece.

The success of this event is made possible only through the participation of designers, architects, manufacturers and vendors.

Registration is made easy through Ticketleap: <https://iida-gateway-chapter.ticketleap.com/iida-unravel-2024/>

If you would like to volunteer at the event, please contact Megan Breeher at speialevents@iidagateway.com

REGISTRATION INFORMATION

In lieu of event underwriter opportunities, we are encouraging design firms and vendor representatives to register as a design team. We want to honor the time, effort, and resources that each team puts towards creating their garment for the show. Your team registration will be a great opportunity for you to support Unravel and the IIDA Gateway Chapter. We will celebrate your sponsorship with company and logo recognition in all event communication, as well as the night of the show.

DESIGN FIRM TEAM \$250 registration fee

Includes:

- 1 event ticket for model
- 1 event ticket for model assistant
- 1 mannequin provided to display garment at Unravel Reveal event and use during garment creation
- Team Logo Recognition

MANUFACTURERS \$300 registration fee

Includes:

- 1 general admission ticket
- Paired with additional vendor and 1 design team

DEALERS \$300 registration fee

NEW AWARD CATEGORY FOR DEALERS: BEST VIGNETTE

- Each dealer will be assigned a piece of artwork as well that they will create a space pulling inspiration from the art. May the best dealer win!

STUDENT COMPETITION \$50 registration fee

Includes:

- 1 event ticket
- 1 set of materials to complete competition
- Walk the runway during Unravel event

REGISTRATION INFORMATION

MAY 6TH 2024

VIDEO AND MUSIC DUE

To include:

VIDEO

- Your team will create a video that will play as the introduction to your team prior to your model walking the runway
- It is encouraged that you think of this as a music video introduction to your song and theme for your garment, as well as showcase the process of your garment
- The length of your video should be 30 seconds
- Format should be a 16:9 aspect ratio on QuickTime
- An award will be provided for Best Video

MUSIC

- A MP3 file of your song for the runway walk
- Song clip should be 2 minutes long

MAY 30TH 2024

REHEARSAL AT TOUHILL

- Time of rehearsal TBD
- This is mandatory for the model and model assistant to run through the entire program with music to get a feel for the order and timing of their walk
- Do NOT wear your garment to the rehearsal
- Teams can bring their garment and any other items they will need the day of the event to stay overnight at the Touhill. These items will be locked up, however the venue is not responsible for any personal belongings

MAY 31ST 2024

FASHION SHOW AT TOUHILL

- Details for the arrival schedule will be distributed 1 month prior to the event
- All models will need to be on site with hair and makeup complete by their designated time. This years event allows for hair and makeup to be done on-site if that is preferred
- Do NOT wear your garment to the show. You will have time to change after arrival
- We ask that only models and models assistants be in dressing areas prior to the event

GUIDELINES

GENERAL

- Professional photographs will be taken with all team members and model after the show
- At the end of the evening your team is responsible for cleanup of ALL belongings and proper disposal of anything you do not wish to keep
- All garments will need to be preserved in order to be displayed at the Unravel Reveal event. Details regarding the Unravel Reveal event, as well as the delivery of garments, will be provided to teams at a later date

TEAMS

- See registration information page for pricing and ticket quantity details
- Upon receiving your design team-vendor partnership, please remember your vendor partners are a part of your team. You will be working very hard to create incredible garments but we ask that you not take advantage of your vendors' kindness
 - Discuss the available product lines with your vendors
 - Request materials with sufficient notice
 - Fabrication of the garment is the responsibility of the design team but vendors may offer assistance if they so choose. The use of an "outside" seamstress will not be permitted
 - In the spirit of good sportsmanship, try to fabricate your creation using your own methods, rather than using manufacturer's tools
 - Vendors are NOT responsible for any associated costs other than materials

HAIR & MAKEUP

- Teams are responsible for making their own arrangements for hair & makeup
- IIDA will not be providing stylists on site, however hair & makeup can be done on site this year

JUDGING

- Your garment must be made of at least 70% of the products provided by your vendors. This could be any combination of materials from the manufacturer's line. The materials must be evident to the judges at the time of judging
- See next page for an outline of the prizes that will be awarded

DRESSING ROOMS

- Each team will have their own dressing room with either their own bathroom or an attached, shared bathroom

PRIZES

BEST IN SHOW

- Left a lasting impression
- Model successfully achieved an overall look - cohesive hair, makeup, garment, and runway walk
- Concept was well thought out and the design reflected the concept
- Raised the bar for the level of design

BEST CONCEPT TO CREATION

- Ability to successfully use materials in creating your garment
- Materials are clear from original concept to finished garment and clearly expresses the assigned artwork
- Complexity needed to manipulate finish material
- Level of details, beyond garment, to support concept - i.e. props or accessories

BEST USE OF MATERIALS

- Unique uses of the manufacturers materials
- Attention to detail and craftsmanship
- Models use of materials not only in the garment

BEST CRAFTSMANSHIP

- Quality and attention to detail in materials used for garment
- The garment withstood the wear and tear of the day
- Quality of construction
- Application of skill and dexterity in creating the garment are clear

BEST VIDEO

- Voted on by the judges

PEOPLE'S CHOICE

- Voted on by the guests at the event

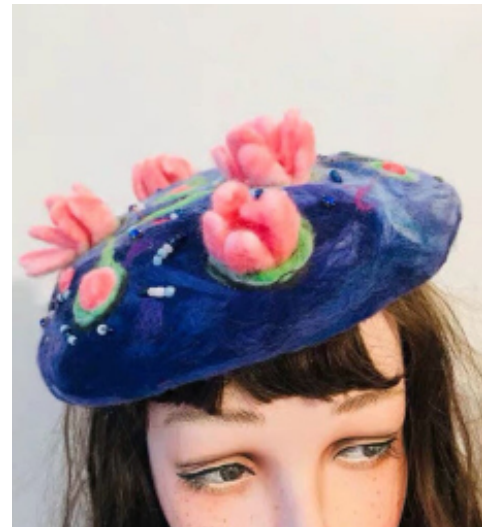
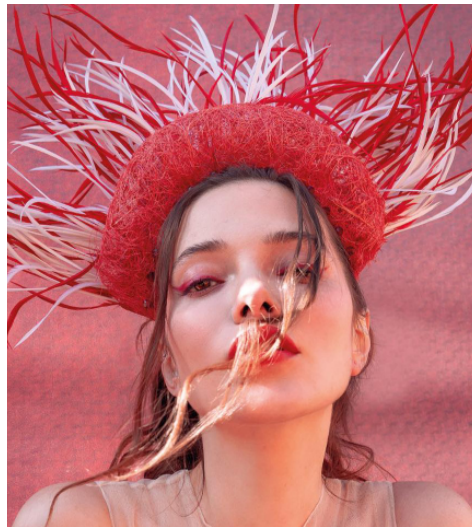


STUDENT COMPETITION

GENERAL RULES

- Each student will be given a beret and a kit of materials provided by our Student Competition sponsors
- The challenge is to create a **xxx** beret using the materials supplied
-See below for examples
- Beret creation must consist of a minimum of 75% provided materials. The remaining 25% can be at the student's discretion and expense
- The beret design is to be inspired by **xxx**
- You will wear your beret to Unravel and walk the runway, as a group
- The judges will vote on their favorite beret. The winner will receive a prize
- These beret will be displayed at Unravel Reveal and auctioned off in a silent auction
- All proceeds from the silent auction will be donated to charity

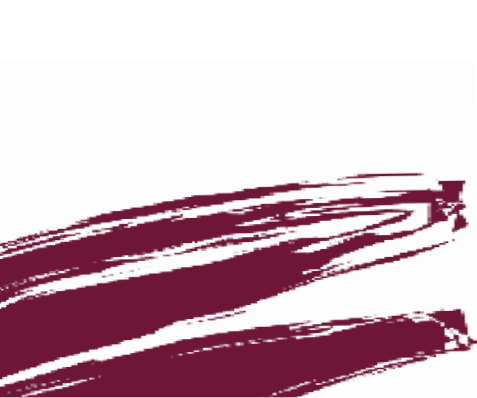
EXAMPLE IMAGES



DEALER VIGNETTE COMPETITION

GENERAL RULES

- Each dealership will be given a 10'-0" x 10'-0" vignette inside the Touhill outside of the auditorium, near the cocktails and hors d'oeuvres
- The challenge is to create a vignette inspired by an assigned piece of artwork
- Dealers are encouraged to get creative and use more than just furniture to design their spaces
- These spaces will be enjoyed by guests during the before and after the show
- The guests in attendance will vote on their favorite vignette. The winner will receive a prize
- Dealerships will be responsible for bringing in and setting up their vignettes. At the end of the evening the dealership is responsible for cleanup of ALL belongings and proper disposal of anything you do not wish to keep
- Date and time of event setup TBD



FAQ'S

CAN A DESIGN TEAM USE MATERIALS OTHER THAN WHAT IS AVAILABLE/PROVIDED BY THE VENDORS?

Yes, but the garment must be at least 70% of primary materials provided by the vendors. The judges must be able to clearly determine the primary materials of the garment, i.e. wallcovering or carpet. We understand that some of these materials are difficult to assemble without additional materials. Backing materials, yarn, thread, etc. can be used, but should not be more than 30% of the garment.

ARE THE TEAM VENDORS REQUIRED TO HELP CONSTRUCT THE GARMENT?

No, the team vendors are not required to help construct the garment. Vendors may participate and assist with construction if they wish. However, their only responsibility is to provide the materials from their lines.

IS THERE A TEAM MEMBER LIMIT?

No, there is no limit on the number of members allowed per team. Only one member is allowed back stage with the model during the performance day.

DOES A TEAM MEMBER HAVE TO BE AN IIDA MEMBER?

No, it is not required for any team members to be IIDA members to participate.

CONTACT

Please contact Megan Breeher at specialevents@iidagateway.com with any questions, comments, or concerns.