

DESIGNERS REGISTRATION DECK

FDLA
FASHION DESIGNERS OF LATIN AMERICA

NEW YORK'S
**UPTOWN
FASHION
WEEK**

**NEW YORK
FASHION
WEEK**

REGISTRO DE DISENADORES
SEPTEMBER 11-14 2018.

INSTRUCTIONS & ENTRY FORM

FDLA provides designers with the opportunity to showcase their collection in New York City Manhattan during fashion Week events. Only a select number of designers are chosen to participate in this multi - day Magnificent Week of Fashion. Designers will have the opportunity to show their best looks of their newest collection.

All Designers Participating, must be subject to all rules and Regulations of the UFW Agreement, all Designers must Signed and submit their Applications and reserve a space no later than June 1st , 2018 and final payment alongside all required documents and photos must be submitted no later than August 1st, 2018.



DESIGNERS PLATFORM

FDLA Designers Registration is currently open as we are accepting submissions for designers to show for SPRING SUMMER 2019 during New York's Fashion Week. All categories from ready-to-wear, evening, casual, sports and swimwear are being accepted. FDLA is seeking national and international designers who demonstrate creativity, quality and broad appeal to take part in this international runway fashion showcase presentation.

The Designer package is designed to provide maximum exposure at an affordable price. Please open the attached document to view package options.



CAROLINA HERRERA
FRONT ROW AT FASHION DESIGNERS OF LATIN AMERICA SHOW



DESIGNERS PRESS CONFERENCE
AGATHA RUIZ DE LA PRADA | ALBANIA ROSARIO
ROSITA HURTADO | PIERRE DULANTO | ENTRE OTROS

REQUIREMENTS:

FOR REVIEW, designer must submit a press kit, including:

- Bio
- Designer's picture (jpeg/pdf format)
- Complete pictures of past seasons' collections (jpeg/pdf format) or any garments that you made in the past for 2018 entry collection.
- Files must be labeled as such:
LastName_FirstName.doc/jpg/pdf.

You must Submit your application and register now!
The deadline to submit all paperwork and reserve a space is June 1st, 2018.

Please note:

Deposits for reserving a space in the shows are non refundable. Once you submit a request with deposit your space will be reserved.



DESIGNERS APPLICATION FORM

Completion of designer registration form does not guarantee participation in the show until collection is approved by UFW/FDLA Viewing Board.

In the event of circumstances beyond the control of UFW/FDLA, that may cause the advertised venue not to be available, we will make every effort to provide a comparable venue, staging, lighting and all other services listed as part of the package.

Designer understands that producer may not be held liable for change in venue or event dates due to circumstances out of his or her control. Once collection is approved for the show, all payments received are final and non-refundable.





PACKAGES

FDLA

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NEW YORK'S
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PAQUETES DE PARTICIPACION

UPTOWNFASHIONWEEK | DESIGNERS DECK |
www.uptownfashionweek.com

PACKAGE OPTION #1 | 20 LOOKS - BASIC COLLECTIVE SHOW

REGISTER EARLY SPECIAL | Early registration due on or before
JUNE 1st, 2017 **\$5,000.00** | OR RESERVE THIS SPACE NOW WITH A DEPOSIT
OF **\$2,500.00** | BALANCE DUE AUGUST 1ST, 2018

- ✓ Fashion Designers of Latin America show at NYFW official venue
- ✓ Hotel room reservation at a discounted rate.
- ✓ Professional Hair & make-up team - One collective Look for all - No individual looks.
- ✓ A per-scheduled group fitting (scheduled the week of the event -Must attend)
- ✓ 20 garment showcase, 16 Standard Agency runway models - **Additional Models will be available at \$100 per model. Please inquire in advance.**
- ✓ 10 General Seats for Fashion Showcase event - Press Passes for media
- ✓ Online presence on UFW official website and Social Media pages with link to designer's web page for one year and Inclusion in all online and print marketing campaigns
- ✓ Backstage Set Up & Breakdown and Backstage Assistant. Racks, 20 hangers, steamers (Racks & steamer) 1 per designer.
- ✓ General video of the show two weeks after event.



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PACKAGE OPTION #2 | FDLA ALL INCLUSIVE - STAR PACKAGE

REGISTER EARLY SPECIAL | Early registration due on or before JUNE 1st, 2018 for only **\$8,500.00** | OR RESERVE THIS SPACE NOW WITH A DEPOSIT OF **\$4,000.00** | BALANCE DUE AUGUST 1ST, 2018

FASHION DESIGNERS OF LATIN AMERICA SHOW

COLLECTIVE SHOW + ACCOMODATIONS FLIGHT + HOTEL + VIDEO + PHOTO

- ✓ **ROUND TRIP FLIGHT FOR DESIGNER (One Ticket Only)**
- ✓ Hotel Room reservation 3 Nights. (Simple or double room)
- ✓ Professional Hair & make-up team - One collective Look for all - No individual looks.
- ✓ A per-scheduled group fitting (scheduled the week of the event -Must attend)
- ✓ 24 garment showcase, 20 Standard Agency runway models
- ✓ 10 General Seats for Fashion Showcase event - Press Passes for media
- ✓ Online presence on UFW official website and Social Media pages with link to designer's web page for one year and Inclusion in all online and print marketing campaigns
- ✓ Backstage Set Up & Breakdown and Backstage Assistant. Racks, steamers etc..
- ✓ General video of the show due two weeks after event + Full Video of the show + photos



PACKAGE OPTION #3 | NYFW PACKAGE

UFW Designer Solo Showcase Package (Only 3 Entries Available):

MUST REGISTER ON OR BEFORE JUNE 1ST, 2018 COST - **\$15,000.00** | OR
RESERVE THIS SPACE NOW WITH A DEPOSIT OF **\$7,000.00** | BALANCE
DUE AUGUST 15TH, 2018.

- ✓ Fashion Designers of Latin America Private Show with your own publicity and listing on the FWO (Fashion Week Online Web)
- ✓ Hotel room, and Roundtrip airfare included for 2, car transportation from/to hotel.
- ✓ Solo showcase with (50) 25 VIP FRONT ROW & 25 Seats + 10 PRESS PASSES
- ✓ Professional Hair & make-up team- Create your own look.
- ✓ A pre-scheduled group fitting (scheduled the week of the event - attendance is mandatory)
- ✓ 40 garment showcase, 30 Standard Agency runway models (both male/Female)
- ✓ Full Video of your show Including backstage + photos
- ✓ Online presence on UFW official website and Social Media pages with link to designer's web page for one year and Inclusion in all online and print marketing campaigns
- ✓ Backstage Set Up & Breakdown and Backstage Assistant, Racks, steamers etc..
- ✓ One Year Membership of the FDLA Designer Community. (Opportunity for other International runway shows.)
- ✓ Full Video of the show + All High Res Photos



REQUEST PHOTOS & VIDEOS

Official Photos & Videos of each designers will be available with our audiovisual partners VIDEOS DE MODA. There is an extra charge of \$500 for 1 Minute Video recap of your entire show including backstage, as well professional photos delivered within 1-2 weeks after the event. Should you need to request an order of your official photos/video package please email us.

Please do not violate copyright laws via the photographs / receive permission before submission. While public relations support will be working on behalf of Uptown Fashion Week, should designer have media contacts, feel free to pursue those contacts.

If you have any questions, please contact:
info@uptownfashionweek.com



SUBMISSION FORM

(SCAN / PRINT AND SEND BACK TO INFO@UPTOWNFASHIONWEEK.COM)

Event: Runway Show: ____ Fashion Event ____ Both: ____
Individual: ____ Collective: ____
Apparel Category: Couture: ____ Pert a Porter: ____ Casual: ____ Sports: ____ Swimwear: ____
Other: ____
Accessories Category: Hats: ____ Handbags/Purses: ____ Costume Jewelry: ____ Wraps/Shawls: ____
Other: ____
Collection Type: Women's: ____ Men's: ____ both: ____

Name of Designer:

Years as a Designer: _____

Do you have Manufacturing Arrangements: Yes ____ No ____ (See sub-paragraph 5.7 of the General Rules)

Name of Label/Brand (if applicable): _____

Address:

City: _____ Country: _____ Postal Code: _____

Telephone: Office: _____ Mo _____

PACKAGE # _____

PACKAGE AMOUNT \$ _____

Email Address: _____ Website: _____

RULES & GUIDELINES

Make a copy for your records and return the attached form document / agreement signed along with ALL press kit materials. Your signature on this entry formalizes your request for entry in Uptown Fashion Week. Submit entry form & materials via email to: info@Uptownfashionweek.com.

- 1- Designer must commit to accepted codes of professional conduct, including, but not limited to: honoring all dates set on your behalf, designer general meetings/teleconferences, fittings, interviews and position during the lineup.
- 2- Uptown Fashion Week is authorized to create recordings of the designer's image, likeness and voice (recordings) as well as still production photographs that will be taken. All audio, video and still images will be used at the discretion of Uptown Fashion Week in the promotion and marketing of Uptown Fashion Week.
- 3- Designer authorizes and releases said recordings and images for broadcast in perpetuity in the broadcast and print media worldwide as well as biography, designer's picture, vision board and any pictures submitted for review. Designer further acknowledges that he/she will not be compensated for his/her participation in this production.
- 4- Designer hereby waives all rights and release Uptown Fashion Week (including its officials, employees, representatives, agents, licensees, successors and assigns) from, and shall neither sue nor bring any proceeding against such parties for, any claim or cause of action, whether now known or unknown, for defamation, invasion of right to privacy, publicity or personality or any similar matter, or based upon or relating to the use and exploitation of the recordings/ printed matter.
- 5- Designer may bring his/her signature models for the showcase at the guidelines outlined by UFW. All models must be approved by UFW. (If you need models, please notify UFW.) No models under the age of 13 for the showcases, Except children wear designers. Fittings will be schedule promptly after casting and prior shows.
- 6- Each designer will be allowed up to 2 associates to assist in preparation for the show during their showcase date. Everyone must be approved and must follow all guidelines as stated above. Submission of associates, names are required.
- 7- Music must be provided to UFW at least one week before showcase any music of your choice via email file mp3 or link to youtube song and/or artist with full name of song or record.

AGREEMENT

1. I/We agree to provide to UFW the following documentation for Consideration of this application at the same time of submission of the application:
 - a. Photos of portfolio of garments or accessories created in the past years;
 - b. Copies of all press and/or tear sheets of media coverage in the past years;
 - c. Copy of a valid passport and driver's license;
 - d. High Resolution Professional Photo for the Hand Book program of the Event;
 - e. 18 Looks Pieces/Garments according to the event season:
e.g.: Fall/Winter/Spring/Summer;
 - f. Biography of designer.
2. UFW is authorized to use photos submitted with the application for any promotional purpose Related to the event contemplated by this Agreement.
3. Selection to present designs entails an obligation to attend all functions organized by UFW and at which attendance is either mandatory or specifically requested.
4. It is further understood and accepted that the designer will be required to attend the event at his/her own expense. UFW may be able to arrange special discounted airfare, hotel, and freight services, for which designers may be eligible at his/her own expense.
5. UFW will not be held liable for personal losses or injuries to participants, models or affiliated Personnel except where such loss or injury is due to gross negligence on the part of UFW.
6. UFW will not be held liable for any loss of garments, accessories, supplies, tools, equipment, or personal items brought to the event by a participant.
7. UFW reserves the right to use all images derived in any form during or from the event and to Transform the same into any or all forms of media currently in existence or yet to be created.

8. I/we agree to abide by all established times for fittings, rehearsals, special appearances, Media interviews, and shows, and to respect times allotted to prepare for subsequent shows.
9. I/we agree to liaise in advance of the event with the assigned Producer in respect of Appropriate music for the designer show, and with the designated make-up and hair Consultant in respect of the desired make-up and hair effect.
10. I/we agree to pay the appropriate registration fee if Any promptly within ten (10) business days once informed that I/we have been selected to present at the Uptown Fashion Week. I/We acknowledge that failure to make such payment may result in the removal of the show from the schedule.
11. I/we agree to accept the terms of operation and compensation established by UFW in respect of its role as Intermediary, Broker, Agent, or Collective Label Producer as disclosed and Contracted with the relevant designers in accordance with sections 1.2 and 5.7 of the General Rules on selection to present at the Fashion Week.
12. It is understood that UFW reserves the right to either postpone or cancel any function or the entire event in its sole discretion without any liability for loss incurred thereby.
13. It is understood and accepted that UFW reserves the right to review all designs and garments at any time prior to presentation at the designer show in order to ensure quality and completion, And further has the right to remove any garment or design from presentation if, in its sole Discretion, it deems appropriate to do so.

14. I/We agree to abide by the law regarding the entry of merchandise into the country duty-free and thereby refrain from the direct sale of merchandise to consumers during the event. I/We agree to only engage in taking orders for purchases during the event.

15. This Agreement, along with any other document, and in particular the General Rules, Specifically referred to or implied herein as having legal effect, shall constitute the entire Agreement between the parties hereto, and each party undertakes that it has read and Understood the terms of the Agreement.

16. Any right, benefit, or obligation due to a party to this Agreement cannot be assigned by either party without the prior written consent of the other.

17. The laws of the Commonwealth of New York City shall be the applicable law of this agreement.

18. I/We have read and confirm acceptance of the General Rules and Agreement for participation in the Uptown Fashion Week, and agree to abide by the same, and any future amendments There to, should I/we be accepted to present designs/accessories during the Uptown Fashion Week of the year 2017-2018

Acknowledged: _____ Date: _____
Authorized Signatory

CONTACT US

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