



## How to Develop a WINNING TFI New Labels® Fashion Design Competition & Runway Show Application

WIN \$10,000 CASH & a FEATURE in FLARE magazine





# TFI New Labels® Fashion Design Competition & Runway Show 2011

Application Deadline: December 6, 2010 5pm (ET)

Applications available from TFI  
[tfi@fashionincubator.com](mailto:tfi@fashionincubator.com)

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## About TFI New Labels®

- It's a prestigious, annual fashion competition & runway show est. by TFI in 1992
- A must-see event
- Like boot camp for new designers
- Generates over **ten million media impressions** annually
- Has launched the careers of many top Canadian designers



Above, 2010 winner Anastasia Lomonova from Montreal



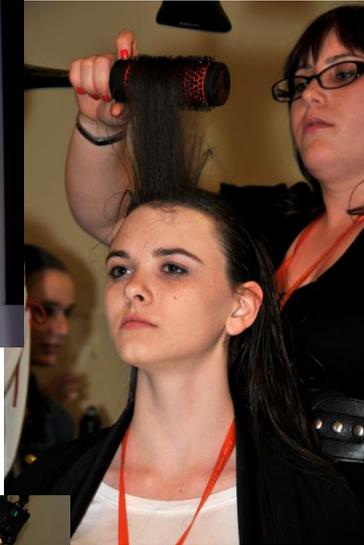
## WHY Enter TFI New Labels®?

WIN \$10,000 CASH provided by TFI  
&  
A \$30,000 Editorial Feature in FLARE magazine

**TOTAL PRIZING: \$40,000 VALUE**



## What else can you gain by entering TFI New Labels®?



- Develop meaningful connections with the industry's TOP players
- Gain hands-on experience in preparing for a professional runway show
- Learn to develop a cohesive, professional collection
- Gain invaluable advice
- Gain incredible media exposure



**ELLE FASHION**

# STORMING THE RUNWAY

Toronto Fashion Incubator's designer boot camp has crowned its ELLE Canada New Labels Fashion Award winner: Meet Anastasia Lomonova.

**A**nastasia Lomonova, 26, moved to Canada when she was 17 and enrolled in the fashion design program at Ryerson University in Toronto. But, after just two years, the Ukrainian-born designer ditched academia and headed to Montreal to apprentice with Valérie Dumaine and Nadya Tota. By 2007, she had launched her self-titled line. Lomonova's New Labels collection, with its darkly poetic and romantic stylings, was inspired by The Morrigan, a mythological triple goddess of war.

**Inspiration** "I wanted to capture the mood just as a big storm is about to strike," she says. **Showstopper** "The accordion-pleated black dress with jersey straps." **A catered affair** "The collection is for women who want to feel strong, beautiful and confident." **Fave piece** "A wraparound accordion-pleated dress with pleated crow's at the back." **Purr-faction** "If I had to be a piece of clothing, I'd be Michelle Pfeiffer's Catwoman outfit." **Fave Canadian designers** "Yso and Denis Gagnon." **Closest staple** "A big fur coat." **Alternate reality** "If I weren't a fashion designer, I'd be an international spy." **Cocktail persona** "A vodka martini—strong and to the point." **What's next?** "More one-of-a-kind pieces. I want to keep challenging myself." >

**For bios on the other four finalists, plus a runway video of the event, go to [ellecanada.com/August](http://ellecanada.com/August).**

Lomonova, above, takes a show at the TFI New Labels Runway Show. She describes the pieces in her winning collection as "sexy, sleek and sharp."

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**P&G Beauty** salutes TFI **New Labels**

For the second year in a row, P&G Beauty was proud to be the official beauty sponsor of the Toronto Fashion Incubator's New Labels® design competition. The 2008 edition was held at the inaugural ELLE Show opening night gala featuring hair and make-up for the runway presentation provided by CoverGirl and Pantene. P&G Beauty is proud to support the Toronto Fashion Incubator for its continued work in developing and promoting Canadian design talent and congratulates New Labels 2008 winner, Eugenia Leavitt.

**P&G beauty** Making Beauty Dreams Real

tfi toronto fashion incubator

**ELLE**

ELLE CANADA Sept 2008

**Picture Perfect**

Celebrity stylist and CoverGirl Makeup Pro Paul Verot signed on for a second consecutive year as creative director for runway makeup at the TFI New Labels show where he lent his cutting edge style to the 2008 edition. The Toronto-based beauty expert has worked on some of the world's most famous faces from supermodels and rocketeers to his recent work as red carpet style expert at the Grammys, Oscars and SAG awards. "I was thrilled to be invited for a second year," says Verot. "Being part of this show recognizing Canadian design talent was such an inspiration for me." Verot and his team met with the competition finalists a month before the show to preview their collections and draw from their creative director. This year, Verot says he found the graceful elegance of the designs would be best set off by a modern neutral face with strong, varnished brows. For maximum impact, makeup remained consistent throughout the show. "I had to create a look that worked for all four collections as we weren't able to change it in between," he says. "It was a challenge, but I think it worked out perfectly!" Hair meanwhile started out as soft and natural with a gentle wave then received a tousled touch as the collections moved from relaxed and pretty to edgy and eclectic. Hair looks were designed using styles from the Pantene collection.

Some of the beauty products used by the finalists for their runway presentations.

**COVERGIRL** **PANTENE** shine

Some examples of press that YOU could generate through TFI New Labels®



## VALUE TO YOU

- \$40,000 in total Grand Prize value
- \$50,000 The actual cost to mount the runway show & cocktail party for 500 guests but you pay only a fraction of the cost
- Your **runway show fee includes** professional models for the show, one fitting session, show producer, staging, AV, event PR and event photography
- Guaranteed media coverage
- Invaluable: Gain one-on-one feedback from experienced industry leaders
- Priceless: Gain important business contacts from fashion influencers



## Past TFI New Labels® Finalists & Winners

- David Dixon
- Joeffer Caoc
- Juma
- NADA
- YSO
- Desperately Different
- Paris Li
- House of Groves
- Thieves
- Anastasia Lomonova 2010 TFI New Labels® Winner





## Designer Qualifications



- Open to **full-time, professional women's wear** designers who have been in business **3 yrs or less**
- Must be a **Canadian citizen**
- Must be available to **attend all meetings**, held in Toronto, at your own cost
- Must be a **TFI member** (or become one if you're chosen as a semi-finalist)



## How to prepare a **WINNING** TFI New Labels® application

1. Remember that everything you submit is a reflection of your standard of professionalism so set HIGH standards for yourself
2. Time management is KEY: Allow at least 2 weeks to work on your submission
3. CLARITY is essential – you can't present your application in person, so it must "speak" for you
4. Submit everything required (check & DOUBLE check) – incomplete applications will not be judged
5. Allow LOTS of time (7 – 10 days) for your shipment to arrive at TFI as late submissions will not be judged



## How to prepare a **WINNING** TFI New Labels® application

6. Be “On-Brand” from start to finish; **BRAND CONSISTENCY IS KEY**
  - a) In your written portion, ensure that you’ve used the **same FONT TYPE, font size and font colour on every page**
  - b) In your written portion, **add your logo to the top of every page**
  - c) Make sure that the **COLOUR & FONT** of your **LOGO** is the same everywhere it appears: business card, hang tag, letterhead etc.
  - d) **Spell-check and grammar-check ALL** of your written work



## How to prepare a **WINNING** TFI New Labels® application

7. Choosing the best 3 outfits to submit is **CRITICAL**. The judges look for **consistency & cohesiveness** in your **FIT, QUALITY & STYLE**. Therefore...
  - a) If possible, send samples from **ONE season** (i.e. all from fall 2010)
  - b) All samples should be sent in **one sample size**
  - c) Send only **RELEVANT, CONSISTENT** samples that represent your current label. For example, if you design eveningwear, only submit eveningwear samples. Do not send daywear, outerwear, swimwear, costumes, art-to-wear projects etc.
  - d) **Repair** any broken zippers, loose buttons, trim loose threads etc. before you send in your pieces
  - e) Make sure that all samples are **clean, pressed** and submitted on **MATCHING "showroom" hangers**. Do not use wire dry cleaner hangers or ones branded with another company's logo. If shipping, be sure to include hangers in your box.
  - f) Hang tag each piece with a branded hang tag & include the size and season



## How to prepare a **WINNING** TFI New Labels® application

8. Tailor your portfolio to reflect **what you design now**
  - a) Edit your portfolio & remove everything that does not relate to what you're doing now
  - b) **ADD colour laser copies** of any media exposure you've garnered. Be sure to include the publication name & date.
  - c) If you don't have any photos or sketches from a past collection, **draw 3 – 5 new, full-colour illustrations** of what you might have designed for a past season like spring 2011 or fall 2010
  - d) In your resume, be sure to **highlight any awards & achievements** you've won (in school, while in the industry etc.). If you are in a partnership, each partner must include a resume.



## How to prepare a **WINNING** TFI New Labels® application

9. For your 12 Fall 2011 outfit designs, the judges are looking for **FRESH, FASHION-FORWARD** yet **MARKETABLE** ideas. Tried & true is boring and blue!  
Need inspiration?
  - a) Book time in TFI's Resource Centre & research influences, colours & fabrics for Fall 2011 & Spring 2012 on WGSN.com and in our Promostyl books
  - b) Look at the collections of Canada's top designers: Denis Gagnon, Greta Constantine, Marie Saint Pierre, David Dixon & Joeffer Caoc to name a few
  - c) Develop a **STORY** for your line & try to give it a personal perspective
  - d) Create a **TITLE** for your story board

Check out some story ideas...



# How to prepare a **WINNING TFI New Labels®** application

## Come up with an interesting theme for your story board

For example, this theme is called “reflections” and it would be suitable if you were featuring fabrics with a sheen throughout your line





2<sup>nd</sup> example: This theme is called “faded memories” and it would be perfect for a vintage menswear-inspired collection



TIP: Add fabric swatches, buttons etc. to give your board 3-D texture



## How to prepare a WINNING TFI New Labels® application

### Be consistent with colours & complementary prints



In this image from Prada (left), look at how these details make the collection look CONSISTENT:

\*There are 2 prints but the colours & type of prints complement one another

\*In a 12-outfit collection, the general rule is to repeat a print or colour at least 3 times

\*Skirt lengths: if they're all knee-length as shown here, then make sure you draw (and make them) the same length from the waist i.e. 26"

\*Note that all of the shoes, hair & makeup are the same; this helps tie the collection together



## How to prepare a WINNING TFI New Labels® application COHESIVENESS is KEY in your New Labels ® collection



In this example from BCBG, notice how these details create a COHESIVE collection:

- Asymmetry , contrast colour blocking and the same colour palette repeat throughout the line but in DIFFERENT ways
- Look at the transition of the colour from the outfit on the far left through to the one on the far right; the story EVOLVES from one look to another. There is a natural flow & progression, all tied together through the repetitive use of BLACK which appears in every outfit.
- Skirt lengths are generally the same length; shoes and hosiery match throughout



# How to prepare a **WINNING TFI New Labels®** application

To convey your ideas accurately, your fashion illustrations should **COMMUNICATE** effectively. If you can't draw, **HIRE SOMEONE** who can!

Below are excellent examples of illustrations that show the design as well as the type of fabric used (tailored & architectural or soft and fluid). The sketches on the left tell you that the fabrics are tailored and the styles are structured. The sketches on the right, tell you that the fabrics are soft and fluid and the styles are feminine.





## How to prepare a WINNING TFI New Labels® application

TECHNICAL Illustrations should be symmetrical, proportioned & detailed  
If you can't draw, HIRE SOMEONE

\*One tech sketch for every piece in your line

\*Show every dart, seam, zipper, top-stitching etc.

\*If the back of a piece has an interesting detail, be sure to include a back view too





## IMPORTANT DATES

- December 6 : Application DUE DATE
- Jan. 13, 2011: 4 outfits due
- Feb. 10, 2011: 4 new & 4 corrections due
- Mar. 17, 2011: 4 new & 8 corrections due
- Apr. 14, 2011: TFI New Labels® fashion show

Please note that dates may be subject to change



## Questions? Contact Us

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