

GENERATION NEXT September 2010:

WESTERN CANADA'S MOST STYLISH *NEW DESIGNER COMPETITION*

www.generationnextcompetition.wordpress.com

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About Generation Next: Established in 2007, Generation Next is a competition for Western Canada's most promising new design talent (ho have been in business for three years or less. Generation Next has helped launch collections for such well known talent as: Nicole Bridger, Carny Love, Lara Presber, Elroy, Red Jade, Two of Hearts and last year's winner Ella Peru. Not only does Generation Next provide a composite fashion show for our newest designers but it also sets the winning designer on the path to success with an amazing prize package that can include a financial and marketing plan, public relations services, editorial in a leading fashion/lifestyle magazine, their own show the following season, and much more!

Our Vision:

With so much talent in Western Canada it's a shame to lose out because of a lack of funding for fashion shows and a lack of access to opportunity. Generation Next solves this by offering up and coming designers an inexpensive design competition fee and a platform for the top three designers to showcase their collection to the media, buyers, and public. In addition to the composite show, the designers gain industry professional feedback at every level of the competition plus access to a prize pack that hastens their success. The freshest talent always creates a buzz of attention, but our judges look for the perfect balance of design talent and business planning. A fashionable collection with sales is the mark of a winner who deserves their own finale show at the next installment of Generation Next.

Our Future:

Generation Next has grown into a respected fashion event that is highly anticipated each Fall. After four years of donated production services from BC Fashion Week, The Honey Mustard (original concept creators) are taking control of show production and continuing as competition administrators. Our goal is to make the Generation Next brand an exciting and necessary competition for every fashion design graduate in Western Canada and a must see fashion show for the media, buyers, and the consumer.

The Producers:

The Honey Mustard is the media relations and fashion show production company for local, independent fashion designers across Western Canada. Started in November of 2003 by Sarah Murray, **The Honey Mustard has been credited by the Westender as "helping to jump start the local fashion boom"** (April 11, 2007).

The Honey Mustard strives to turn brands into recognizable names to the media and public by writing creative releases; providing unique opportunities for publicity; and producing fashion shows that are more than the standard catwalk experience.

The Honey Mustard has produced over 30 shows for clients as varied as the Vancouver Home and Interior Design Show, Granville Magazine, EPIC the Sustainable Living Expo, the Fashion Exchange Association and for individual local designers. We believe in the philosophy of dressing locally and are committed to promoting fashion with a cause.



the honey mustard
fashion and media services

Our Past:

Past Generation Next Coverage Includes:

- Fashion Magazine • Sweet Spot • Beyond Robson • Style Finds • Vancouver Sun • The Georgia Straight •
- FLARE • Granville Magazine • String Magazine • Gloss Mag • Vancouver Fashion E-Zine • Epoch Times •
- The Conveyor Belt • Arc 2 TV • Design Taxi • The Westender • Eye Weekly • And Many More!

The Winners:

“Above and beyond the exposure I gained from the competition, winning Generation Next equipped me with some much needed resources and tools which have had a positive long-term effect on the success of my line,” – Lara Presber 2007 Winner.



“Generation Next has been amazing for getting my name out there! As a designer in my first year, I already have quite an impressive “press page” on the website...with more to add!” - Su-Hui Chu 2009 Winner.

Past Generation Next Winners:

2009 winner- Su-Hui Chu for Ella Peru www.ellaperu.com

2008 winner- Margarita Angelos for Red Jade www.wearredjade.com

2007 winner- Lara Presber www.larapresber.com

2006 winner- Nicole Bridger www.nicolebridger.com



(photo credits from left: Ian Sheh, and Jenna Rigo)

The Winner's Prize Package

Generation Next was established in 2007 to support the best up and coming designers, through a showcased fashion show delivered during British Columbia Fashion Week. As part of the prizes awarded to the designer selected through this process was a sponsored fashion show at next year's Generation Next Competition plus the prizes below:

- 1) Consigning your collection at Twigg&hottie
- 2) Publicity representation from The Honey Mustard Fashion and Media Services
- 3) A fashion show at the following year's Generation Next
- 4) A one year subscription to CutandShow.com
- 5) A 10x10 booth in the Portobello West Vancouver market
- 6) Photo Shoot with the Threekeys (photographer-Angela Fama, stylist-Joanna Kulpa and makeup artist Marie Pearce). Eight clothing looks, one background, shot in studio.
- 8) Mentoring with designer RozeMerie Cuevas from Jacqueline Conoir one time only, one hour long face to face meeting and then a once a month, 15 minute phone call for a five month period.
- 9) Two year subscription to Fashion Magazine and a \$100 Brix gift certificate
- 10) Strategic Planning sessions with business manager Pamela Chatry. Learn to put your business on track with three one hour sessions

TOTAL PRIZE PACK VALUE: \$10,000!

Generation Next Guide Lines & General Information

-Applications will only be accepted from those who have been in business for three years or less and have not had an individual runway presentation of their work.

-Applications will be considered by a specialist panel of industry professionals and senior press (editors/ fashion editors of top newspapers and magazines).

-Applicants must submit six samples and all additional photos and look books from either fall 2010 or spring 2011, by the application deadline date. - **SUBMIT YOUR BEST SAMPLES:** they will be looked at by our panel of judges. Three 'total looks' should be submitted. Please ensure that garments are grouped together as an outfit to enable us to review them at their best.

-From all of the applications received 3 finalists will be selected, all designers will be notified via email with the judge's decision. **The 3 successful designers will meet with the judging panel August 27th at 1pm and will be featured on September 2, 2010 at Generation Next to display their spring/summer 2011 collection**

-The winner will be based on the opinions of the judging panel.

-In addition, finalists will be featured in a press release issued by The Honey Mustard

Thank you for your interest in the Generation Next Competition for more information about how to become a contestant please contact us:

Sarah Murray, Director: sarah@thehoneymustard.com

Laura Norbury Coordinator: laura@thehoneymustard.com

www.generationnextcompetition.com



Designer Application Form

COMPANY LABEL:

COMPANY NAME: (If different from label name)

ADDRESS:

TEL/FAX :

EMAIL:

WEBSITE:

Details of your business activity:

LENGTH OF TIME IN BUSINESS: (max 3 years)

NAME OF DESIGNER/S:

DESIGN TRAINING:

TYPE/COUNTRY OF MANUFACTURING (eg factories, small units: US, Canada, etc.)

OVERSEAS AGENTS: (Name, country, etc.)

PRICE RANGE: (Wholesale)

TARGET MARKET:

CURRENT RETAILERS: (Please include buyers contact info)

Please set out below a brief summary of how you see your business moving forward over the next two years:

Form completed by:

Position:

SIGNED:

Date:

*****Please submit this form with your sample delivery & non refundable application fee of \$50**

Delivery Guidelines:

-Samples/videos/DVD's/look books/ should be **DELIVERED Attn: Sarah Murray, The Honey Mustard Fashion and Media Services 2071 Charles St., Vancouver, BC V5L 2V1** by 6pm on Friday August 6th 2010. Please submit cheque of \$50 payable to The Honey Mustard (cash is an acceptable alternative) with your completed application and samples.

-Should items not arrive by the specific time, we cannot guarantee that they will be seen.

-Samples should be COLLECTED Friday August 13th between 1pm and 6pm, and should be checked before departure. If you use a courier who is not aware of the contents of the package, you must check the goods as soon as possible after receiving them and inform us of any problems or missing garments immediately. Any garments/ accessories not collected within 2 weeks will be disposed of.

-Clearly label all samples, hangers, boxes, garment bags, DVDs and packaging with the designer name and delivery address. We cannot guarantee that unlabelled items will be returned.

-CLOTHES ARE SHOWN ON HANGERS, SO IT IS ESSENTIAL TO PROVIDE HANGERS ON WHICH TO DISPLAY THEM.

-COURIERS COLLECTING CAN BE A NIGHTMARE! Please ensure that the courier has your name, company name and delivery address. A courier not able to give this information will not be able to collect a package, and will be requested to come back when they have the necessary information. This may cause you to incur extra costs with the courier company.

-The designer is responsible for paying courier bills. If you are using a carrier to deliver samples, you **MUST** quote your account number with the courier so that we have it to ensure that the designer and not The Honey Mustard is billed for delivery and collection.

-Each submission requires a \$50 non-refundable application fee, which must be received with the application before 6pm on Friday August 6th, 2010.