

# DESIGNER INFORMATION

A very warm welcome to our returning designers and first time entrants.

We highly value your participation in WoolOn 2024 as we recognise the efforts you put in to designing and crafting your entries. We are working hard behind the scenes to enhance the event for you, our sponsors, suppliers, and guests.

## **Below you will find important information regarding the WoolOn Event**

An entry is one item or ensemble to be worn by one model. In the Collections category, an entry comprises three items / ensembles to be worn by three models who take to the catwalk at the same time.

Only one entry per category per designer will be accepted and each item cannot be entered into more than one category.

To be eligible to enter you are required to design the item/s including the shaping and all detailing, as well as control the construction of the item. Others may assist in the construction or complete it for you under your direction. This applies for all categories except those competing for the U25 Emerging Designer. See the T's & C's for information on commercial labels.

The Under 25 Emerging Designer, Under 12 & Under 18 School, Novice and Technical Awards are selected from entries across all categories. See the detailed category descriptions and conditions of entry for more information on these Awards. To enter Under 12, 18 and 25 please advise your date of birth on the application form A.

The WoolOn Supreme Award will be awarded to the best entry from all category winners, there will be a Runner-Up and Second Runner-Up to the Supreme Award.



## 75% WOOL CONTENT

The definition of wool includes fibre from the fleece of sheep, alpaca, mohair, (angora goat) and cashmere. Across each complete entry (excluding footwear, tights and non-visible under-garments in an entry), a minimum surface area of 75% must be wool. The type of material used for the remaining percentage is at the discretion of the designer.

If linings are not part of the garment aesthetic and are generally not visible, then they are excluded and are not considered in the calculation to determine compliance with this composition rule. If any of the excluded items do contain wool and are constructed as part of the entry, the designer may include this information on their Description Form (Form B) so that judges may also consider those elements.

'75% wool' may be achieved using wool blends - less than 100% wool. If the blend is less than 75% wool, then calculations are needed to determine how much of that blend may be used alongside higher proportioned wool materials in the garment. Designers are advised to keep any fabric and/or yarn labels and calculations, as they may be requested for verification. Please refer to the Category Descriptions document for any specific wool content details applying to each section.

## JUDGING

All entries will be considered at a preliminary judging. All designers will be notified if their entry is NOT accepted. Judges will apply the following weightings across all sections:

**DESIGN 25%** – Creativity and originality of each of the elements and of the whole, and interpretation made by the designer to meet the category design brief.

**USE OF MATERIALS 25%** – Use of yarn, fibre and textile and how they combine, including compatibility or enhancement provided by non-wool materials. Colour and texture are also considered.

**CONSTRUCTION AND FINISH 25%** – Quality of workmanship and difficulty of techniques utilised.

**COMPLETED LOOK 25%** – Impact on stage including accessorising and overall Wow! factor.

As the School Awards are designed to encourage school age designers, entries eligible for this award are to be accompanied by a **CONCEPT BOOKLET** explaining how they came up with their idea and how they created it. This booklet will replace the construction and finish element to judging their entries.

The Judges' decisions are final and no additional correspondence will be entered into.

## SIZING

All garment entries should be a women's size 8 – 14 or a men's size Medium or Large.

For 2024 we are adding a children's size option, where it is possible for children entering in the Under 12 or Under 18 section and making their entry for their own size, with the possibility of modelling their own entry.

| Women's Sizes | Bust (cm) | Waist (cm) | Hip (cm) |
|---------------|-----------|------------|----------|
| 8             | 80-84     | 63-67      | 90-94    |
| 10            | 85-89     | 68-72      | 95-99    |
| 12            | 90-94     | 73-77      | 100-104  |
| 14            | 95-99     | 77-82      | 105-109  |

| Men's Sizes | Chest (cm) | Trouser Waist (cm) |
|-------------|------------|--------------------|
| Medium (M)  | 100-108    | 86-92              |
| Large (L)   | 109-116    | 92-98              |

**Children's sizing** Under 12 Under 18

As age of designer – please supply measurements of child Chest and Waist.



## JUDGES' INSIGHT

Sunday 1st September will see the WoolOn Expo at Central Stories Museum and Art Gallery in Alexandra. We will hold the Judges' Insight workshop during the WoolOn Expo.

The Judges' Insight workshop is hugely beneficial for designers who attend. Designer entrants are encouraged to attend this valuable session. You will learn about the judging process, key elements of the winning entry, tips and design trends. Attending the Judges' Insight session on Sunday after the WoolOn Gala Awards is an ideal opportunity to review winning garments and the factors that made them stand out from the other entries.

## VENUE

In 2024 we are returning the competition to Alexandra, the home of WoolOn. The Alexandra Bowling Club on Poole Road (near the original site of Molyneux Stadium which hosts the Merino Shears) We are very excited to be holding the event in Alexandra and have a fun and action packed event organised.

Saturday afternoon will host the Matinee show, this will be the designers reveal where all entries will be showcased on the runway with the Schools awards and Junior Pink Plaster category announced. Entrants and guests will be able to vote for the People's Choice Award announced at the evenings gala show.

We encourage all designers to attend one or more of the events on Saturday 31st August, and to be part of the WoolOn Expo on the Sunday. The events will each celebrate wool and fashion in a different way, with creativity, music and the opportunity to chat and network with old and new friends.

## TICKETS

Designers will receive 50% off their ticket only for either the Matinee or Gala evening show. Tickets are not transferable to anyone else.

Under 12 and Under 18 entrants are encouraged to attend the Matinee show where the winners will be announced.

## STAYING IN ALEXANDRA

There is an abundance of accommodation in Alexandra and around the area, Clyde is 7km away. As the venue is in Alexandra we will not be running evening buses but we will organise for mini van's to be at the venue for transportation home. There will be a fee payable to the driver at the time of the event and will be on a first come first served basis. Shuttle Plus can be booked prior and is recommended if you have large groups.

For any more information please reach out to the committee on [hello@woolon.co.nz](mailto:hello@woolon.co.nz) or Jamie at [designers@woolon.co.nz](mailto:designers@woolon.co.nz)

Good luck with your entries.

