

WEEKEND POST J&B FASHION CHALLENGE:

Round One: Theme: J&B Start a Party... : 15 designers will compete and 10 finalists will be chosen for Round 2.

Round Two: Theme: J&B Green Glam Look with recycled natural sustainable material and crafter collaboration: 10 designers competing. Designer can co-opt his/her own crafter or style his own craft accessories, using the theme: J&B with a twist, bonus points will be awarded for crafted accessories.

Round Three: J & B Met IN FULL COLOUR: 5 designers competing for final prize and winning model.

WEEKEND POST J&B FASHION CHALLENGE CALENDAR OF EVENTS:

Tease : 31 October 2009: Call for models for casting at Coco de Mer on Saturday, November 7. Models to meet at 16.00 at Coco de Mer.

Launch: 7/11/09. Call for designers to enter by sending in their story boards for two rounds: J&B Start a Party wear and J&B Green Glam Look.

Closing date for Storyboard entries: Noon on Monday, November 16

- **All storyboards to be hand-delivered to Newspaper House, Marketing Dept. 3rd Floor, attention Danelle Bhana Coetzee**

16.11: Judging from 2pm: 15 students are selected and contacted to make up their garment.

18.11: Fabric Selection: 15 students select their fabric from Mums directed and timed by Fashion Director, Barbara Robertson.

21.11: Announce Top 15 Designers in Weekend Post

25.11: First Judging Round Event at Boardwalk's Amphitheatre – START A PARTY!

28.11: Results of first judging round in Weekend Post

2.12: 2nd Round Judging Event at Boardwalk's Amphitheatre: GREEN GLAM!

5.12: Results of second judging round in Weekend Post

12.12 Focus on Final Party IN FULL COLOUR at Coco de Mer

15.12: Final 3rd Judging –FULL COLOUR PARTY at Coco de Mer

19.12: Results of Final judging round: Designer and Model winner in their J&B MET Outfit.

RULES:

- All models and designers who enter the Weekend Post J&B Fashion Challenge must be 18 years or over.
- Designers to deliver storyboards to Newspaper House, Marketing Dept. 3rd Floor, attention Danelle Bhana Coetzee
- Designer Storyboards to include visuals for first **and** second round themes
- Closing date for entries, noon on Monday, November 16
- No designer story boards will be returned over than the chosen 15 selected to participate
- Designers must be available to select their fabric as per their time slot (2 hours) allocated on Tuesday, November 17 or Wednesday, November 18
- Designers must have their first START A PARTY outfit made up and ready for the First Round Party on Wednesday, November 25
- Designers selected from the first round must have their second GREEN GLAM outfit made up and ready for the Second Round Party on Wednesday, December 2.
- The final five designers must have their FULL COLOUR outfit made up and ready for the Final Round on December, 15
- The winning Designer and Model must be available to attend the J&B MET on the weekend of January 30, 2010