



What is Your Country/ State/ City?

.....
My Country/City/State

Please return this form and required items (as outlined below) no later than: **December 15, 2013.**

Please email the application along with your supporting documents to:
Publisher@EcoRunway.com

*Incomplete applications and submissions received beyond these dates will not be accepted.

Checklist of required material:

- 1x page (EDC) application form
- 1x page and 3 minute Video representation of your brand/ label which best represents your collection, this can include a mood board, a collage of your collection, sketches or anything that gives us an understanding of who you are as a designer and the overall feel of your brand.
- 1x page personal biography set out in a standard CV format (please include as much detail as possible)
- 200 word synopsis about your brand/label for publicity purposes
- Photocopy of your business license
- EDC Talent Agreement & Release Form signed and dated.

By signing this form, applicant hereby confirms that he/she has read through, fully understands and agrees to be bound by the Official Rules of the Competition stated on this form and on the accompanying documents, which together form one binding agreement.

.....
FIRST NAME (PLEASE PRINT)

.....
LAST NAME (PLEASE PRINT)

.....
SIGNATURE

.....
DATE

.....
Brand/Label:

.....
Name

.....
Address

.....
City/State/Country/Postal Code

.....
Phone

.....
Email:

.....
Date Business License Issued/ Date of graduation (students)

APPLICANT agrees that:

- The applicant (“Applicant”) of the Eco Design Challenge 2014 (“EDC 2014”) grants to Chamber of Eco Commerce (www.ChamberofEcoCommerce.com), and their designees (the “Released Parties”) the right to use the application, including all submissions made by Applicant, for communication and commercial purposes in connection with the EDC Program and in perpetuity.
- Applicant must use the full title “Eco Design Challenge 2014” in all formal references to the EDC and refer to the EDC events as ‘Eco Design Challenge’.
- Applicant independently grants to the Released Parties, as well as their successors and assigns, the right to use picture and video rights of the Applicant and his/her personal attributes in connection with the EDC, particularly the right to use them in related reports, documentation, press and advertising in a commercial and non-commercial way.

APPLICANT AGREEMENT & RELEASE FORM

I,
.....

the Applicant, hereby irrevocably authorize and grant permission to the Released Parties, their successors and assigns, and their respective officers, directors, employees, agents and others authorized by them, to use, separately or together, my picture or other likenesses of me, including without limitation my voice, video or filmed representation, on-camera performance and photographs, in whole or in part, in conjunction with my own or a fictitious name, in all media for the purposes of advertising, publicity and trade for the Competition and the Released parties, their products and/or services and to copyright any such use. All rights to my performance shall be the Released Parties sole and exclusive property. I waive any right I may have to inspect or approve the finished materials that may be used in connection therewith. The Released Parties shall be without liability to me for any distortion or other effect resulting from the use. In connection with the above, I release the Companies from all liability, loss, claims, suits or damages arising out of or in connection with the use of my name, picture, voice, performance or likeness, including without limitation, punitive, enhanced, consequential and incidental damages and reasonable attorneys’ fees. If chosen to participate in the EDC or EcoRunway Events, I agree that I will not distribute any press materials, social media or other public messages regarding my participation in EDC or EcoRunway Showcase without the prior written approval of Chamber of Eco Commerce (CEC).

If chosen as the winner, I agree that I will not grant to, or cooperate with, any other designer support programs in for a period of twelve (12) months after the Final Event without the prior written approval of Chamber of Eco Commerce (CEC).

I represent and warrant that I am at least the age of majority in my state/country of residence and that this agreement does not conflict with any existing commitments on my part. I will be responsible for my own taxes and deductions. I further warrant and represent that I have full right to enter into this agreement without violating the legal or equitable rights of any third party.

Nothing contained herein will constitute any obligation on the parties hereto make any use of the rights set forth herein. This release incorporates the competition’s Official Rules as if fully re-written here.

ACCEPTED & AGREED:

.....
Signature

.....
Date:

.....
Name (Please Print) :

.....
Full Mailing Address (Please Print):

.....
Phone

.....
Email

.....
Witness

.....
Date

OFFICIAL RULES

NO PURCHASE REQUIRED TO ENTER OR WIN. PERSONS WHO ARE AT LEAST 21 YEARS OF AGE ARE ELIGIBLE TO ENTER AND WIN. VOID WHERE PROHIBITED BY LAW.

1. **THE COMPETITION:** Participants will submit all application materials to the Sponsor (defined below). The entries become the property of the Sponsor and will not be returned. The Sponsor shall determine winner eligibility in its sole discretion. All decisions made by the judges are final.
2. **THE ENTRY PERIOD:** The entry period for the Contest begins on **September 1, 2013 at 12:01 a.m. Eastern Time ("ET") and ends on December 15, 2013 at 11:59 p.m.**
3. **ENTRANTS BOUND BY THESE OFFICIAL RULES:** Your entry into the Competition constitutes your full and unconditional agreement to and acceptance of these Official Rules and the decisions of the Sponsor, which are final and binding. If you are named the winner, delivery of the prize is contingent upon fulfilling all requirements set forth in these Official Rules.
4. **ELIGIBILITY:** The Competition is open to persons who are 21 years of age or older at the time of entry. Employees of the Sponsor and each of their affiliates, as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible to participate in the Competition. Subject to all applicable local laws and regulations. Void where prohibited.

To be eligible to participate in EDC, each applicant must:

- Present credentials and designs that can be applied to at least one of the following categories:
 - Womenswear (ready-to-wear)
 - Menswear (ready-to-wear)
 - Swimwear
- Have a registered business with a tax number or is a registered student
- Establish that the applicant has produced and sold to market no less than one commercial collection (does NOT apply to students).
- Have been in business under one label name for less than five (5) years (does NOT apply to students).

NOTE: TRAVEL TO-AND-FROM YOUR REGION TO ATLANTA WILL BE AT YOUR OWN PERSONAL EXPENSE.

5. **HOW TO ENTER:** Send your complete application by email to: Publisher@EcoRunway.com
6. **JUDGES:** The Sponsor will convene one or more panels of judges to evaluate applications, conduct interview, judge collections and evaluate applicants. Judging decisions are final and may not be appealed.
7. **WINNER SELECTION:** One winner will be selected.
8. **VERIFICATION OF THE POTENTIAL WINNER:** If the potential winner fails to sign and return the affidavit of eligibility and liability/publicity release within the required time period or is otherwise ineligible, that potential winner forfeits the prize and an alternate winner will be chosen as outlined below.

9. **ALTERNATE WINNER:** If the potential winner is found to be ineligible, the judges will select an alternate winner. The potential winner will not receive the award until his/her eligibility and identity has been verified. This process will be repeated until a winner is verified.

10. **RESTRICTIONS:** All entries must be received by the applicable deadlines during the Entry Period. By entering the Competition, you are representing and warranting to the Sponsor that your entry does not infringe upon the intellectual property rights of any third party, including by way of example and not by limitation, any copyright, trademark or patent rights belonging to any third party. Failure to comply with these Official Rules may result in your disqualification from the Competition at the sole discretion of the Sponsor.

11. **AWARD:** One winner will receive the right to conduct a runway show along with professional mentoring.

NOTE: The winner is solely responsible for all taxes and fees associated with award receipt and/or use. No cash or other substitution, sale, auction, donation, assignment or transfer of the prize is permitted, except by the Sponsor, who reserves the right to substitute the prize with another prize of comparable or greater value that will become effective upon announcement.

12. **RELEASE:** To the fullest extent permitted by law, in exchange for the opportunity to enter and participate in the competition and win the prize, you, for yourself, your heirs, next of kin, administrators and executors, forever waive, release and hold harmless ("release") any and all rights, claims, damages, liabilities, costs, attorneys' fees, expenses, and causes of action whatsoever ("claims") that you may have against the sponsor, Chamber of Eco Commerce (CEC), the competition sponsors and suppliers, the judges, prize providers and each of their respective related entities (the "released parties") and each such released parties' officers, directors, employees and agents. This release covers, without limitation, any claims arising directly or indirectly out of your entry into and participation in the competition, your status as an entrant, finalist and/or a potential and/or actual winner, and/or use or non-use of the prize and includes, without limitation, claims based on personal injury, death, property damage, libel, slander, defamation, invasion of privacy/publicity, portrayal in a false light and any claim relating to the exercise of the publicity rights you have granted to the sponsor hereunder. Further, you hereby release the released parties from any third party intellectual property claims arising from or in connection with your entry. This release survives the expiration of the competition.

13. **PUBLICITY:** Except where prohibited, participation in the Competition constitutes your consent to the use by Sponsor or any of the Released Parties of your name, likeness, voice, performance, biographical information, application information and designs for promotional purposes in perpetuity in any media, worldwide, without further payment of consideration to you and without obtaining any prior approvals.

14. **COLLECTION AND USE OF PERSONAL INFORMATION:** The Sponsor will collect personal information from you and the other Competition entrants that will be used by the Sponsor in connection with the conduct of the Competition including, but not limited to, notifying you and the other entrants if you are chosen as a semi-finalist or finalist.

5. GENERAL CONDITIONS: The Sponsor reserves the right to cancel, postpone, suspend and/or modify the Competition for any reason as determined at the sole discretion of the Sponsor. The Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds to be:

(a) falsifying an entry or providing false information; (b) tampering with the operation of the Competition; (c) in violation of these Official Rules; or (d) acting in a fraudulent or deceptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Competition may be a violation of criminal and civil law, and, should such an attempt be made, the Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. The Sponsor's failure to enforce any of these Official Rules shall not constitute a waiver of that provision. The Sponsor is not responsible for (i) lost/delayed entries; (ii) email failures; (iii) any printing errors; or (iv) typographical errors.

16. LIMITATIONS OF LIABILITY: The Released Parties are not responsible for: (a) any incorrect or inaccurate information, whether caused by you, printing errors or by any of the equipment or programming associated with or utilized in the Competition; (b) technical failures of any kind, including but not limited to the malfunctioning or unavailability of any computer, cable, network, hardware, software, Internet service or website; (c) unauthorized human intervention in any part of the entry process or the Competition; (d) technical or human error which may occur in the administration of the Competition or the processing of entries; or (e) any injury or damage to persons or property, including but not limited to your computer, hardware or software or your designs, which may be caused, directly or indirectly, in whole or in part, from your participation in the Competition or receipt, redemption or use of the award.

17. DISPUTES: Except where prohibited, you agree that: (a) any and all disputes, claims and causes of action arising out of or connected with this Competition or any prize awarded, other than the administration of the Competition or the determination of winners, shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the state of Georgia (USA); (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Competition, but in no event attorneys' fees; and (c) under no circumstances will you be permitted to obtain awards for, and you hereby waive all rights to claim, any punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses and any and all rights to have damages multiplied or otherwise increased. All issues and questions

concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of you and the Sponsor in connection with the Competition, shall be governed by, and construed in accordance with, the laws of the State of Georgia without giving effect to any choice of law or conflict of law rules (whether of the state of Georgia (USA), or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the state of Georgia (USA).

18. THE SPONSOR: The Competition is sponsored by Chamber of Eco Commerce.

2014 APPLICATION DEADLINE: December 15, 2014

EDC 2014-17 is an ongoing initiative that is intended to provide an international platform to discover and support emerging fashion designers. By connecting these gifted individuals with an experienced panel of industry insiders, the program educates talent to help them hone a broad range of skills and elevate their profile through unparalleled opportunities.

Access to fashion and other business experts, combined with real-world practical experience, the EDC offers finalists the knowledge required to develop a thriving career and the tools necessary to create a successful business beyond the initial launch of a collection. Through its association with Chamber of Eco Commerce, these young designers will gain the invaluable opportunity to showcase their collection on an international platform.

EDC has been developed by Chamber of Eco Commerce, the organization responsible for managing and producing EcoRunway events, shows and magazine globally.

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EDC has been developed by Chamber of Eco Commerce, the organization responsible for managing and producing EcoRunway events, shows and magazine globally.

HOW TO ENTER

All designers wishing to apply for the EDC must complete and submit the application form and required supporting materials to: Publisher@EcoRunway.com. Incomplete applications will not be considered.

ARE YOU ELIGIBLE TO ENTER?

To be eligible to participate in the EDC, an applicant must:

- Present credentials and designs that can be applied to at least one of the following categories (to be expanded upon in coming years):
 - Womenswear (ready-to-wear)
 - Menswear (ready-to-wear)
 - Youthwear (ready-to-wear)
 - Childswear (ready-to-wear)
 - Swimwear
 - Have a registered business with a tax number or is a registered student
 - Establish that the applicant has produced and sold to market no less than one (1) commercial collection (this does NOT apply to students)
 - Have been in business under one label name for less than five (5) years (this does NOT apply to students)
 - Be at least the age of majority in the applicant's state of residence
- * Designers & students worldwide are eligible to apply

SUBMISSION DEADLINES

All designers must be available to attend the interview and the EcoRunway Event on the date listed below:

- **Online interview: January 15, 2014**
- **EcoRunway Event in Atlanta: February 25, 2014**

NOTE: TRAVEL TO-AND-FROM ATLANTA WILL BE AT YOUR OWN PERSONAL EXPENSE

PHASE ONE: APPLICATION SUBMISSION

The following materials are required for entry and must be submitted to the email address below by the submission deadline: Publisher@EcoRunway.com

Checklist of required material:

- 1x page (EDC) application form
- 1x page and 3 minute Video representation of your brand/label which best represents your collection, this can include a mood board, a collage of your collection, sketches or anything that gives us an understanding of who you are as a designer and the overall feel of your brand.
- 1x page personal biography set out in a standard CV format (please include as much detail as possible)
- 200 word synopsis about your brand/label for publicity purposes
- Photocopy of your business license
- EDC Talent Agreement & Release Form signed and dated.

Following the review of completed applications, up to twelve (12) Semi-Finalists will be chosen from around the world. Applicants not selected will be notified via email within fourteen (14) business days of the submission deadline.

PHASE TWO: SEMI-FINAL EVENTS

The chosen Semi-Finalists from PHASE ONE will be invited to attend a online/ virtual interview to present their collection online to the Selection Panel.

The following will be required for this interview:

- A fully accessorized and styled current collection (minimum of ten (10) and maximum of (15) full looks) pressed and ready for presentation during your online interview.
- Garments will be placed on a clothing rack during the interview and you will provide a model to showcase one (1) look.
- Garments presented must be ready for the EcoRunway in the event the designer is selected to advance - fully accessorized and styled.
- A brief presentation of the designer's business plan, including marketing strategy and an overview of the brand's future vision and goals.

PHASE TWO: SELECTION PROCESS

The Selection Panel is made up of representatives from the fashion industry (i.e. media, retail, design, marketing and key fashion influencers), as well as a representative from Chamber of Eco Commerce and Innovation Center for Eco Design (ICED).

A thorough and structured evaluation process will be implemented during the selection process using a list of specific criteria. Most importantly, the Selection Panel will want to see a well-crafted business plan that will detail the designer's vision and plan to take his/her business to the next level with the support provided by the Chamber of Eco Commerce leadership team. Directly following the interviews, the Selection Panel will choose twelve (12) designers from around the world to present their capsule collection for EcoRunway Show Series.

Preparation for the EcoRunway Shows, including;

Fittings and styling sessions will start immediately. Designers not selected to present at the EcoRunway Showcase will be invited to join EcoRunway online Showcase. EcoRunway Showcase, will select one designer from each region/country as a finalist by the Selection Panel to be a part of the EcoRunway Awards Gala Event. As part of the Gala Event, all selected designers will be required to submit content/updates on a monthly basis to be used on various EDC digital platforms (i.e. website, social channels, etc). Requested submissions would be due by the 15th of every month and include a formal update on where designers are with their collection development/sales campaigns/retail promotions/etc. Updates should include 10 bullets of news and/or 200 word summary in addition to images, sketches, videos or similar rich media. Submissions should be sent to Publisher@EcoRunway.com



PHASE THREE: EcoRunway Photo & Film Shoot 2014

*IMPORTANT: Upon completion of the EDC, the Selection Panel will select additional finalists to participate in the 2014-17 EcoRunway Show Series. In the lead up to the EcoRunway Show Series, the program finalists will receive mentoring from the fashion business insiders selected by Chamber of Eco Commerce.

PHASE FOUR: EcoRunway Photo & Film Shoot in Atlanta.

At the EDC Awards Gala Event in February 2014, each of the twelve (12) finalists must show eight (8) fully-styled Fall 2014 looks from their collection. Each designer will be provided with; models, hair, makeup, a DJ, a wardrobe assistant and a show producer. Media and buyers are invited to attend. The twelve designers will be provided with a pre-determined amount of invitations for family and friends. Designers will have the opportunity to meet with the Final Selection Panel in an informal meet-and-greet setting which will allow panelists and designers to interact in advance of the show. Immediately after the EcoRunway show, the Selection Panel will tabulate and announce the Designer of the Year 2014 Award to the Winner.

PHASE FIVE: Eco Designer of the Year 2014

From February to October 2014, the Awarded Designer will be promoted through EcoRunway platform and provided access to an elite group of business leaders that will assist the designer in the marketing and promotion. Industry experts, such as those in the field of; design, manufacturing, buying, marketing, law, sponsorships, financial management and more will be available to the designer for support, advice and guidance. EcoRunway production team will work closely with the designer to create a presentation that will bring to life the designer's

skills, vision and creativity. The Awarded Designer must agree to attend certain online and live meetings with industry professionals for consultation on the creation, production and promotion of the collection. In addition, the recipient agrees to make use of the mentorship opportunities provided by the Chamber of Eco Commerce. In order to fully capitalize on the media exposure and public relations opportunities that arise from participating in the EDC, we ask that the Awarded Designer's collections debut at future EcoRunway events.

WHAT THE 2014 AWARDED DESIGNER WILL RECEIVE

A solo show on the EcoRunway Showcase including: show director, models, hair & makeup, guest management, DJ, Stylist, Individual set creation, one-on-one mentoring in the lead up to the solo EcoRunway show.

HELPFUL TIPS

- Be on time for scheduled appointment(s)
- Be prepared to make last minute alterations by hand
- Ensure that your collection and accessories are readily presentable
- Spend time planning for the forthcoming months and researching EDC at www.EcoRunway.com
- Have collateral prepared in advance e.g. business cards, letterhead, etc.
- If you have signature pieces, best sellers or looks that exemplify who you are as an artist, bring them with you to your appointments
- Feel free to contact Publisher@EcoRunway.com at any time to ask questions.

WHERE YOU CAN GET MORE INFORMATION

Questions can be emailed to: Publisher@EcoRunway.com