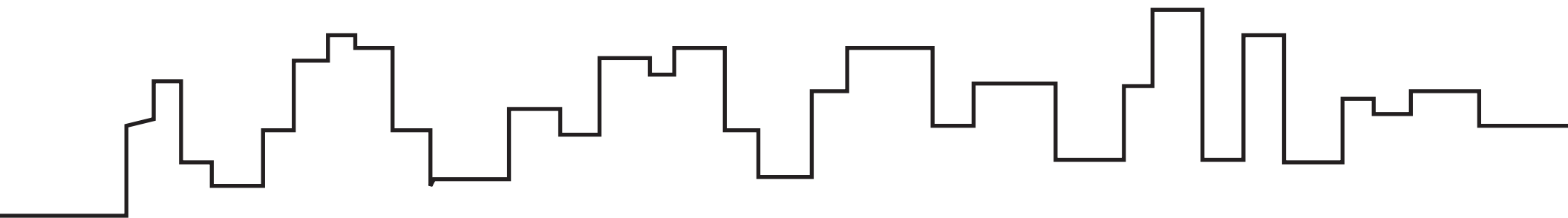


# Indian <sup>AND</sup> <sub>THE</sub> City

*Aboriginal Youth Fashion Design Competition*



Aboriginal Youth Fashion Design Competition  
at the  
Canadian Aboriginal Festival  
Rogers Centre in Toronto  
November 24-26, 2006

Sponsored by the following:

**CANADIAN  
ABORIGINAL FESTIVAL**

Turtle  Concepts

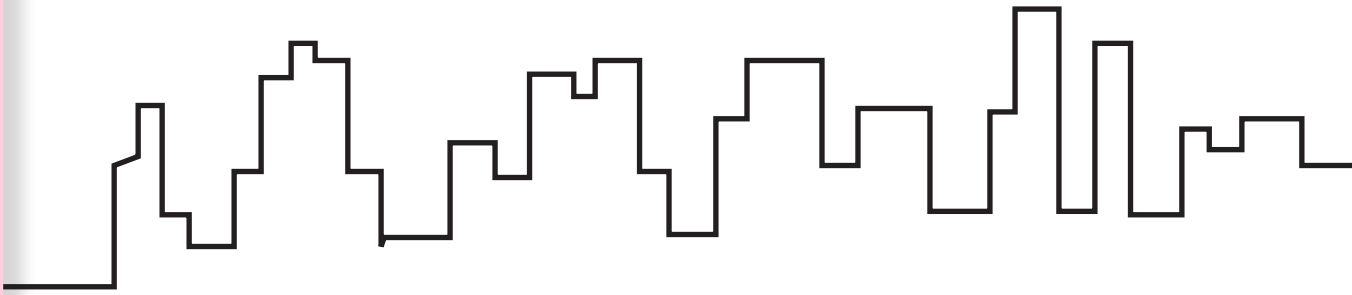
George Brown  
The Toronto City College

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One highlight since the beginning Canadian Aboriginal Festival in 1993 has been the Fashion Pavilion. Dave Jones, owner and founder of Turtle Concepts, has been coordinating that section since 1997. It has been Turtle Concepts' business to promote confidence and increase self-esteem among Aboriginal youth, and at the same time incorporate fashion as a means to display their confidence publicly. Each year youth are chosen for their positive behavior to attend this festival and walk the runway. They are just regular kids from various Aboriginal communities who get the opportunity to strut their stuff, modeling the designs of current up-and-coming Aboriginal designers showcased at the festival.

This year, Turtle Concepts in co-operation with The Fashion Techniques and Design Program at George Brown College are introducing a new element to the Fashion Pavilion during CANAB. It is the first annual Aboriginal Youth Fashion Design Contest. CEO of Turtle Concepts, Daniel Jones and Creative Director, Chessa Syrette, both are graduates from the two-year fashion program at George Brown College, and are involved in co-ordinating the fashion section during the festival. They have also had their designs showcased at this national event, competed in various design competitions, and taken part in many fashion shows. They consider this venue to be an excellent way for Aboriginal youth to expand their horizons, and gain experience in fashion design. Although Daniel and Chessa continue to explore their own careers, being able to create opportunities and open doors for the youth of today is something that TC is all about.



This competition is calling all new and inexperienced Aboriginal designers, ages 13-30 to come out and participate. There will be two age categories. One will be 13 to 18, where there will be a \$50.00 fee involved for the participant to enter, and the other will be 19 to 30, where there will be a \$50.00 fee to enter. It is not necessary to be enrolled in any fashion or design studies. It is however, essential that the participant is not professionally employed in the fashion industry. This contest has been created to recognize and reward young talent, and to encourage creativity and inventiveness among Aboriginal youth. It will hopefully allow participants to gain self-confidence, make new contacts, and become closer to developing their own career in fashion. It is sure to be an exciting event, and we hope to see many new, Aboriginal designers willing to enter!



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Aboriginal Youth Fashion Design Competition

## Venue:

The competition will be featured at this year's 2006 Canadian Aboriginal Festival (CANAB) in Toronto, Ontario at the Roger's Center (Skydome)

## Theme:

Indian and The City

## Theme Description:

This year's theme revolves around women's evening wear with a contemporary Aboriginal influence. You will be designing a garment for a woman who is attending a high profile event in the city. She is the only "Indian/Aboriginal" at the event and she wants to be seen for her ability in fashion to mix her heritage with modern design.

## Application Deadline(s):

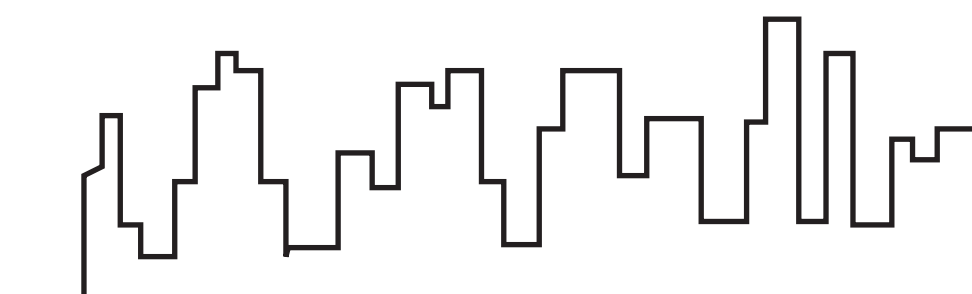
- The deadline to submit your sketch and written explanation is:  
**October 27, 2006.**
- The deadline to submit your final garment and registration fee is:  
**November 17, 2006.**

**\* Deadlines are Final \***

## How to Enter: (Rules and Regulations)

- The design and completion of the project must be completed solely by the participant
- You must submit a copy of Indian Status Card (front/back) with your designer profile or provide alternate authentic proof of Aboriginal ancestry i.e. Metis or Inuit status.
- Only one entry will be accepted per person
- You must submit an illustration of your design on a sheet of paper (8 1/2 x 11), and you are encouraged to submit your designs in colour.
- On a separate sheet of paper, you must submit a one-page, written explanation of your concept and idea in regards to this year's theme.
- You will also need to include a designer profile and attach it to the back of your illustration. (name, First Nation, date of birth, current address, phone number, e-mail address-if applicable, and name of current school or place of employment)
- It is also necessary to include a list of three references with your submission, along with their relation to you.

YOU ARE NOT REQUIRED TO ATTEND THE COMPETITION. REPRESENTATIVES WILL ENSURE YOUR GARMENT IS SHOWN PROPERLY ACCORDING TO THE INFORMATION YOU PROVIDE.



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## The Realization of the Project:

- You can fax your sketch and explanation, along with your designer profile to: (705) 945-7798 or you can mail it to the address listed below.
- A scanned version of your sketch and explanation can be emailed to [canab@turtleconcepts.com](mailto:canab@turtleconcepts.com)
- Completed garments must be mailed to the Turtle Concepts' main office located at (please allow for delivery time with the shipping company you chose):

580B Hwy 17 East  
Garden River, ON  
Canada P6A 6Z1

- When submitting your final garment, you should also include shoes, stockings and all under garments or accessories that you would like the model to wear.

## Judging Criteria:

Judging will be based on a variety of criteria:

- sketches of ideas
- expression of theme
- presentation of completed piece
- basic dress making and tailoring principles
- fit and modification of final garment
- originality
- innovation
- creativity
- freshness
- personal expression

## Who will be Judging:

Representatives of Turtle Concepts, George Brown College, the Canadian Aboriginal Festival, and others to be announced.

## Winner Receives:

- A professional fashion photoshoot to be featured in SAY magazine
- A selection of fashion resources (valued at \$400)
- Submission on CANAB website
- Submission on Turtle Concepts website
- Submission on George Brown College website
- APTN Entertainment Beat Coverage
- Special Acknowledgment/Runway viewing at CANAB

Good Luck