

# 2014 Call for Rubbish Renewed BUSINESS CHALLENGE!

## *Eco Fashion Show Event*

Thursday, January 16<sup>th</sup> - Two evening shows



## THE BUSINESS CHALLENGE

Provides the opportunity to:

- Promote your business & its environmental responsibility
- Support local education
- Join in friendly competition with like-minded businesses
- AND be a part of this forward thinking event!

**No Submission Deadline. Closes when reach 10 businesses.**

**4th Annual:**

## Rubbish Renewed eco FashionShow

*Transforming trash, inspiring community for a sustainable earth*

**Rubbish Renewed Eco Fashion Show** fuses environmental responsibility, funky fashion and community. Join other socially conscious individuals for an evening of sustainable fashion, showcasing styles that the future demands. We invite you to reconsider the value of trash and celebrate the creative, sustainable spirit of Bend.

Rooted in a love of fashion, an appreciation of art and a passion for the planet, **Rubbish Renewed Eco Fashion Show** is a fundraising event for REALMS Charter School. An eclectic, wearable art runway show, a live and silent auction, and a gallery style marketplace (where contributing local artists sell and showcase their work), will showcase how we “fashion” our lives while lessening waste.

REALMS arts education inspires students to share academic content knowledge through artistic expression that synthesizes experiences and educates others about our world.

## BUSINESS CHALLENGE DESCRIPTION

*The Rubbish Renewed Eco Fashion Show Business Challenge engages local, socially conscious businesses in creativity, community and sustainability.*

### **\$150 Entry Fee**

- Your business community (CEO, employee, artist friend . . .) creates a trash-fashion piece from **refuse produced by your organization.**
- Your trash-fashion piece is **automatically included in both fashion shows.**
- During the event, your business will be highlighted in a slide show played prior to the runway show.
- Your business’ environmental responsibility will be emphasized during evening announcements.
- A section of the runway will be devoted to business challenge participants.
- AND your garment will compete for the Coveted Trash Trophy (Winner will be decided by audience ballot. Audience members will receive one ticket on entrance).

## **RUBBISH RENEWED DEFINITIONS & CRITERIA:**

- 1) **Trash-fashion:** composed of at least 90% material destined for the trash bin.
  - a. Materials used in the construction of garments must be post-consumer, post-industrial, or post agricultural waste, and must constitute at least 90% of the garment.
  - b. New construction materials may be minimally used such as: glue, tape, dyes, staples, thread, zippers, elastic, wire, Velcro, boning, grommets . . .
  - c. Lining or undergarments **ONLY** may be constructed of previously used fabric, garments or bolt ends. Percentage of new material should not exceed 10% of total garment.
  - d. Trash-fashion is wearable art and must be of quality construction and made to wear beyond the fashion show.
- 2) **Re-fashion:** made from previously used garments and fabric, refashioning tattered, old stuff into stylish new gems
  - a. Materials used in the construction of re-fashioned garments must be made from previously used items and reconstructed into something **entirely new**.
  - b. Use of materials and garments beyond repair and destined for the landfill is encouraged.
  - c. New construction materials may be minimally used such as: glue, tape, dyes, staples, thread, zippers, elastic, wire, Velcro, boning, grommets . . .
  - d. Re-fashion is wearable art and must be of quality construction and made to wear beyond the fashion show.
- 3) **NOT Acceptable Materials:**
  - a. New materials and items beyond 10% of the overall garment.
  - b. Unsafe materials such as those that give off fumes, chemicals, or particulate matter.
  - c. Materials that are sharp or poorly fastened to garment.

## **CRITERIA**

**Furthering Rubbish Renewed Mission** - Description & piece communicate:

*Transforming trash, inspiring community for a sustainable earth*

**Use of Materials** - Transformation of trash into fashion. Must fit definitions above

**Design** - Coherence; Innovative techniques; Unique aesthetics; Creative expression

**Quality of Construction** - Construction methods inspire long-term use

## **BUSINESS CHALLENGE SUBMISSION PROCESS**

Business Challenge entries may be submitted as either **Trash-fashion** or **Re-fashion**. With completed and timely submission (first 10 entries) your garment will be automatically accepted! Please use our Mission, and the above Definitions and Criteria to make sure your garment fits with the goals of the event.

Drop off or mail submission packets to:

**Attention: RUBBISH RENEWED ECO FASHION SHOW**  
**REALMS Charter School**  
63175 OB Riley Road  
Bend, Oregon 97701

**First 10 Packets received, will secure a space in the Business Challenge.**

# BUSINESS CHALLENGE RUNWAY SUBMISSION FORM

## *Rubbish Renewed Eco Fashion Show*

**BUSINESS CHALLENGE ENTRY - *First 10 submissions will be accepted***

|                       |  |
|-----------------------|--|
| <b>Business Name:</b> |  |
| Mailing Address       |  |
| Contact Phone #       |  |
| Contact Email         |  |
| Website               |  |

**Next section to be filled out by business challenge designer**

|   |  |
|---|--|
| <b>Designer(s)</b>                                      |  |
| Title of piece  |  |
| Materials used in the artwork                           |  |
| Approximate % of reused materials                       |  |
| Would you like to use one of our models for this piece? | <p>_____ <b>Yes.</b> Please describe the size &amp; gender of the model needed. _____<br/>         _____</p> <p>_____ <b>No.</b> I will provide my own model. My model will come to the rehearsal Wednesday, January 15<sup>th</sup>.<br/>         Model's Name: _____<br/>         Model's Contact phone #: _____<br/>         Model's Email: _____</p> |
| Would you like to donate this piece to the auction?     | <p>_____ <b>Yes.</b> <i>Not all items will be auctioned.</i><br/> <i>We will contact you for more information</i></p>  |