

BRANCOTT™
ESTATE

WOW®

WORLD OF WEARABLEART
AWARDS SHOW

2012 International Entry Information

This supplementary insert should be
read in conjunction with the 2012 *Brancott
Estate* WOW® Awards Show Entry Kit

“Against all odds,
follow that dream,
if you are passionate
it will happen.”

Suzie Manzi WOW® Founder

SKIN, Marjolein Dallinga, Canada
An example for the American Express Open Section



Each year, WOW® is delighted to showcase designers' works of art from New Zealand and all around the globe. In 2011 WOW® received entries from over 20 different countries.

Entry Process

There are three steps for an international designer to enter the 2012 *Brancott Estate World of WearableArt™ Awards Show*.

1. Visit the designers section of worldofwearableart.com, then click 'Enter WOW®' and complete Entry Form A between 1 December 2011 and 2 April 2012.
2. Complete the online Pre-selection Process* by submitting images of your completed garment for pre-selection. You need to do this before 2 April. You will be notified whether you have been pre-selected via email by 9 April.
3. If you are Pre-selected, then immediately complete Entry Form B online and arrange for your garment to be sent to New Zealand. Please print and include the terms and conditions and official shipping label. Garments must arrive in New Zealand no later than 15 June.

**Pre selection to send garments for judging is not a guarantee that you will be selected for the show.*

Pre-selected garments are judged at first judging (July 7/8) in Nelson, New Zealand. Designers will be advised if their garment has been selected for the show via e-mail by 17 July. If it is selected then it will be judged on two further occasions.

(see main WOW® Entry Kit for more information).

Results

The winners are announced in Wellington on Awards Night 28 September 2012 and results are posted on our website the following day. We encourage all international designers to attend the Awards Night. See pages 4 and 7 of the WOW® Entry Kit for information on prizes.



International Transportation Guidelines

Please see the Designers' section of our website for information on packaging and addressing your garment. Some specific conditions for international designers to follow when sending garments to New Zealand are:

- Before entering a garment which uses animal or plant products, establish whether the products are protected by the Convention on International Trade in Endangered Species (CITES).
- Ensure that your entry is accompanied by the necessary export documentation from the CITES authority in the country of origin.
- When shipping to New Zealand ensure that the contents, and any biological material, are fully declared on the package and customs declaration. All costs must be covered by the designer.
- Please visit maf.govt.nz/quarantine/ for more information on importing your garment into New Zealand.
- The box containing your garment should be marked 'Temporary Exhibit Only. Not for retail sale'.
- Please print and use the official Address Label generated as part of Entry Form B to ship your garment.

Designers' Freight Sponsor

Designers from Australia, USA, Hong Kong, China and the UK may also be eligible for freighting support from Mainfreight. See worldofwearableart.com/freighting for more details. Freight offer is available for the following dates:

- UK and USA 9-12 April
- Hong Kong and China 9-16 April
- Australia 16-23 April

Mainfreight Packing Award

Chosen by the WOW® Wardrobe team and awarded to the designer that has best packed and sent their garment considering transportation and storage as part of the overall design process (see page 7 of the main WOW® Entry Kit).

All designers are eligible for this award whether they have sent their garment to WOW® by Mainfreight or not.



Exclusive Benefits for International Designers

- **No entry fee**
- **Wellington International Award** - you are automatically eligible for this Award which recognises the best international entry. Winner receives NZ\$5,000 and sponsored travel* to Wellington, New Zealand the next time their garment is accepted into the *Brancott Estate* WOW® Awards Show. The Runner up receives NZ\$1,000.
- **Explore Wellington** - International finalists will be sent an email in August by the Wellington City Council inviting them on a personal tour of Wellington. In 2011 designers visited our National Museum - Te Papa, attended a cocktail function with WOW® Founder Suzie Moncrieff and Wellington's Mayor, went on a backstage tour of the show and stayed at Rydges Wellington.
- **Market Yourself** - We recommend you approach your local media. Entering into an international arts competition is likely to generate media interest. Contact media@worldofwearableart.com if you would like any assistance with media.
- **Networking** - Opportunity to meet other international and New Zealand designers.
- **Ambassadors** to New Zealand are often interested in meeting designers from their country so we suggest you make contact with your consulate in New Zealand.

*conditions apply

Further Information

For further information contact Competition Director Heather Palmer for assistance.

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OR WRITE TO P.O. Box 9037, 95 Quarantine Road, Annesbrook,
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2012 Key Dates

1 DEC 2011	Entry Form A open online
1 FEB 2012	Preferential sales period for tickets
15 MAR	General sales period opens
2 APRIL	Entry Form A due
2 APRIL	International Pre-selection and images due
9 APRIL	International entrants advised if selected for judging
15 JUNE	Couriered/postal entries and Entry Form B due
7/8 JULY	Judging
16 JULY	Judging results mailed
17 JULY	Judging results emailed and online
26 SEPT	Preview Show, TSB Arena, Queens Wharf, Wellington, NZ
27 SEPT – 13 OCT	<i>Brancott Estate</i> WOW® Awards Show, TSB Bank Arena, Queens Wharf, Wellington
28 SEPT	Official <i>Brancott Estate</i> WOW® Awards announced
29 SEPT	Judges' Forum
LATE NOV	Garments not retained for exhibition are returned
1 DEC	Entries open for 2013 show

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SHE RUNS HOT & COLD,
Annette Webster, Mt Maunganui
An example for the Bizarre® Bra Section
Photographer: Rohit Chawla