



# DESIGNER INFORMATION

A very warm welcome to our returning designers and first time entrants.

We highly value your participation in WoolOn 2023 as we recognise the efforts you put into designing and crafting your entries. We are working hard behind the scenes to enhance the event for you, our sponsors, suppliers, and guests.

## **Below you will find important information regarding the WoolOn Event**

An entry is one item or ensemble to be worn by one model. In the Collections category, an entry comprises three items / ensembles to be worn by three models who take to the catwalk at the same time.

Only one entry per category per designer will be accepted and each item cannot be entered into more than one category.

To be eligible to enter you are required to design the item/s including the shaping and all detailing, as well as control the construction of the item. Others may assist in the construction or complete it for you under your direction. This applies for all categories except those competing for the U23 Emerging Designer. See the rules for information on commercial labels.

The U23 Emerging Designer, School, Novice, Menswear, and Technical Awards are selected from entries across all categories. See the detailed category descriptions and conditions of entry for more information on these Awards.

The WoolOn Supreme Award will be awarded to the best entry from all category winners. For 2023, there will be a Runner-Up and Second Runner-Up to the Supreme Award.



## 75% WOOL CONTENT

The definition of wool includes fibre from the fleece of sheep, alpaca, mohair, (angora goat) and cashmere. Across each complete entry (excluding footwear, tights, headwear and non-visible under-garments in a garment entry), a minimum surface area of 75% must be wool. The type of material used for the remaining percentage is at the discretion of the designer.

If linings are not part of the garment aesthetic and are generally not visible, then they are excluded and are not considered in the calculation to determine compliance with this composition rule. If any of the excluded items do contain wool and are constructed as part of the entry, the designer may include this information on their Description Form (Form C) so that Judges may also consider those elements.

'75% wool' may be achieved using wool blends - less than 100% wool. If the blend is less than 75% wool, then calculations are needed to determine how much of that blend may be used alongside higher proportioned wool materials in the garment. Designers are advised to keep any fabric and/or yarn labels and calculations, as they may be requested for verification. Please refer to the Category Descriptions 2023 document for any specific Wool Content details applying to each section.

## JUDGING

All entries will be considered at a preliminary judging. All designers will be notified if their entry is NOT accepted. Judges will consider the below aspects of each entry when deciding on the winning styles.

**DESIGN** – Creativity and originality of each of the elements and of the whole, and interpretation made by the designer to meet the category design brief.

**USE OF MATERIALS** – Use of yarn, fibre and textile and how they combine, including compatibility or enhancement provided by non-wool materials. Colour and texture are also considered.

**CONSTRUCTION AND FINISH** – Quality of workmanship and difficulty of techniques utilised.

**COMPLETED LOOK** – Impact on stage including accessorising and overall Wow! factor.

As the Schools Award is designed to encourage school age designers, entries eligible for this award will be accompanied by a CONCEPT BOARD, with a weighting of 25% to replace construction and finish.

A brief feedback comment from Judges may accompany your returned entry. The Judges' decisions are final and no additional correspondence will be entered into.

Attending the Judges' Insight session on Sunday after the WoolOn Gala Awards is an ideal opportunity to review winning garments and the factors that made them stand out from the other entries.

All garment entries should be a women's size 8, 10, 12 or 14 or a men's M or L.

Check the WoolOn size guide for measurements.

If you wish to enter an item outside of this size range, please contact our designer liaison to discuss whether models are available.

## SIZING

| Women's Sizes | Bust (cm) | Waist (cm) | Hip (cm) |
|---------------|-----------|------------|----------|
| 8             | 80-84     | 63-67      | 90-94    |
| 10            | 85-89     | 68-72      | 95-99    |
| 12            | 90-94     | 73-77      | 100-104  |
| 14            | 95-99     | 77-82      | 105-109  |

| Mens Sizes | Chest (cm) | Waist (cm) |
|------------|------------|------------|
| Medium (M) | 100-108    | 86-92      |
| Large (L)  | 109-116    | 92-98      |



## DRESS REHEARSAL

Designers are invited to attend a dress rehearsal — time to be advised. Details will be emailed to you closer to the time. This is an opportunity to preview your entry before the live events and discuss any matters with our wardrobe supervisor.

## JUDGES' INSIGHT

Sunday 13th August will see the WoolOn Expo at Central Stories Museum and Art Gallery in Alexandra. We will hold the Judges' Insight workshop during the WoolOn Expo.

The Judges' Insight workshop is hugely beneficial for designers who attend. Designer entrants are encouraged to attend this valuable session. You will learn about the judging process, key elements of the winning entry, tips and design trends.

## VENUE

The Canyon at Bendigo is an amazing venue between Cromwell and Tarras, with beautiful views across quintessential Central Otago sheep country.

It's location high up on the hill tops of Bendigo very near a Chinese settlement has many offerings, including a theatre and off the main building is now an enclosed courtyard overlooking the beautiful countryside across the region.

We encourage all designers to attend one or more of the events at The Canyon, and to be part of the WoolOn Expo on the Sunday. School and Novice Under 23 Designers awards will be awarded on the Friday evening with the main categories winners and awards on Saturday.

Designers will receive 50% discount off their ticket for one chosen evening.

For 2023 we are adding a peoples choice award as requested by previous designers which we are happy to implement. There will be one winner each night.

The evening will celebrate wool and fashion in a different way, with creativity, music and the opportunity to chat and network with old and new friends.

Friday and Saturday night events will run exactly the same for 2023 as this allows for presentation of awards and a more enjoyable experience for every one attending.

See you there.

Kind regards

Jamie Richards  
*Designer Liaison*

