

2023  
EMERGING  
DESIGNER  
AWARD



FASHIONS ON THE FIELD



BAAQIY by Baaqiy Ghazali (2022 Winner)

# EMERGING DESIGNER AWARD

## MELBOURNE CUP CARNIVAL FASHIONS ON THE FIELD IS THE ULTIMATE STYLE CONTEST AND AN ICONIC FIXTURE OF THE MELBOURNE CUP CARNIVAL.

The Emerging Designer Award was introduced into the Melbourne Cup Carnival's iconic Fashions on the Field competition in 2018. The award was developed to uncover, encourage, and support emerging Australian design talent by providing an opportunity to showcase their creations. In just a few short years the Emerging Designer Award has become globally acknowledged with participants experiencing world class opportunities.

Recent winners have been featured in Vogue Australia, acknowledged on industry recognised social media accounts, received invitations to showcase at national fashion events, been asked to design for advertising campaigns, featured in Rolling Stone AU, Jane magazine and Schon, and even having the ultimate dream realised by dressing a global super star.



Birdskin, by Ali Rauf 2020 Winner



Bethany Cordwell 2021 Winner



BAAQIY, by Baaqiy Ghazali



Only One Ashley, by Kate Watts 2018 Winner



Jason Chetcuti 2019 Winner



MELBOURNE CUP CARNIVAL 2023

# CALLING ALL EMERGING DESIGNERS

The Emerging Designer Award has been the springboard for many a designer since its launch in 2018.

This globally acknowledged competition has seen winners go on to fulfill their design ambitions and dreams.

Judges will be looking for expressions of colour, texture, structure and design vision. This year, the winner will receive an International experience to fuel their design journey.

In 2023, every magical detail will be in view.

**Submissions of entry close at 5PM  
Wednesday 27 September 2023.**



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# SELECTION CRITERIA

## **CREATIVITY**

A unique design that showcases an imaginative and innovative look unlike anything ever seen in this fashion category. Colour, texture, cut and the inclusion of accessories will all form part of the judging criteria in this section.

## **EXCELLENCE IN MANUFACTURING**

Skill demonstrated across design, technique and craft of construction, showing an eye for every detail.

## **DESIGN VISION**

The ideation behind the submission is a critical part of the design process and our judges will be getting underneath the development process and vision. Getting to know how the designer thinks, plans and brings their creations to life is just as important to our judges as the creations themselves.

The VRC supports and encourages sustainability in the sourcing, manufacturing and design process and the minimisation of their impact on the environment.

# ENTRY ELIGIBILITY

**TO BE ELIGIBLE TO ENTER THE EMERGING DESIGNER AWARD, APPLICANTS MUST FULFIL THE FOLLOWING CRITERIA AND ACKNOWLEDGE THAT THEY UNDERSTAND AND AGREE TO ABIDE BY THE CRITERIA:**

- Must be an Australian resident, living in Australia during the competition period and must be 18 years of age or more.
- Millinery and accompanying outfit are not permitted to promote commercially a brand, store or designer.
- Must not receive any compensation from a third party for participating in this competition.
- Must not be a previous winner of the Design Award or Emerging Designer Award.
- Entrants are not permitted to alter or add to their outfit and accompanying outfit in any way from the beginning until the end of the competition.
- All prizes awarded to the entrant must remain the property of the entrant and are not transferable, exchangeable or redeemable for cash.

# HOW TO ENTER

**APPLICANTS WHO ARE INTERESTED IN ENTERING THE 2023 EMERGING DESIGNER AWARD, ARE REQUIRED TO FOLLOW THE SUBMISSION CRITERIA AS OUTLINED BELOW:**

- **Create** and construct the outfit you wish to enter.
- **Create** a video diary outlining your creative inspiration, construction techniques and overall design process. Video to be no longer than 5 minutes.
- **Photograph** your completed outfit on either a model or mannequin.
- **Produce a portfolio** outlining your design style, your background (including education and/or work experience) and a suite of images showcasing your work. If applicable, please include any PR and media exposure received or links to websites or social media accounts. This portfolio should be one (1) PDF document.
- **Submit**, your photographs, video diary and portfolio via the [mccfashionsonthefield.com](http://mccfashionsonthefield.com) website by 5pm Wednesday 27 September, 2023.

A panel of judges will then choose the top finalists who will be invited to compet for the coveted 2023 Emerging Designer Award title, at Flemington Racecourse on Penfolds Victoria Derby Day!

# VIDEO DIARY FILMING TIPS

**TO ENSURE YOUR VIDEO DIARY IS OF THE BEST POSSIBLE QUALITY FOR TOP 10 FINALIST JUDGING, PLEASE KEEP IN MIND THE FOLLOWING:**

1. Ensure your lens is clean – a microfibre cloth is best.
2. Always face your subject towards the light. Avoid having the light behind them.
3. Use a tripod (if possible) or use both hands to hold your phone in landscape orientation (the screen is wider than it is tall). To ensure the video recording is stable, tuck both your elbows into your body to provide support.
4. Try to avoid using the zoom feature as this will diminish the video quality.
5. Always lock your focus and exposure.
6. Mobiles – whenever your subject is in the frame, hold your finger on the subject to adjust the level of light and exposure.
7. Remember you need to ensure the camera setting is on video and press the red button to start and finish recording.
8. Video diaries must be in landscape format and be no longer than 5 minutes in duration.



