

MYER
FASHIONS
on your
FRONT LAWN

*Emerging
Designer
Award 2020*



MELBOURNE CUP
CARNIVAL 2020



History

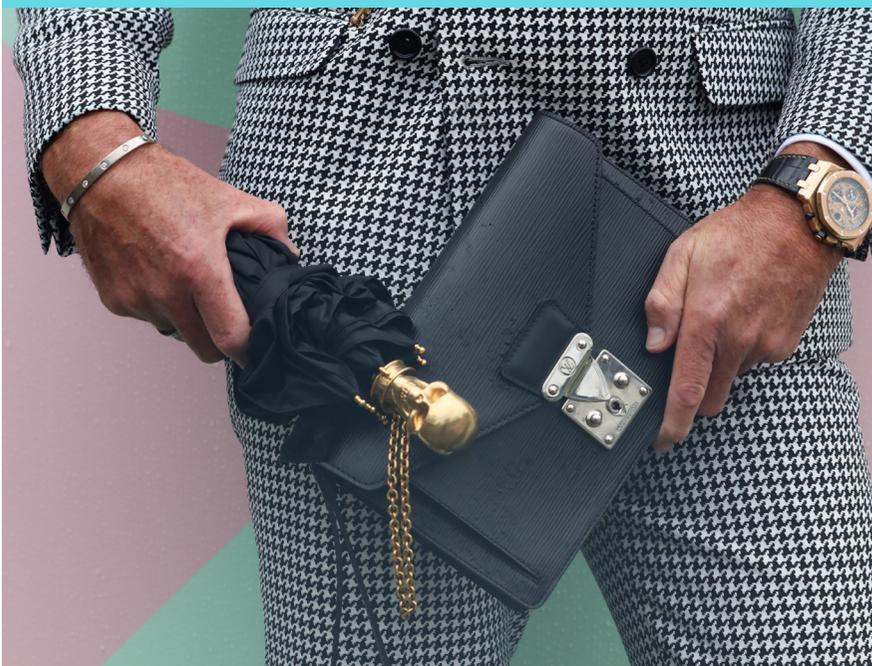
MYER FASHIONS ON THE FIELD IS THE ULTIMATE STYLE CONTEST AND AN ICONIC FIXTURE OF THE MELBOURNE CUP CARNIVAL.

The competition was first staged in 1962 in a bid to attract more women to the male dominated racecourse and has since established its place as Australia's largest and most prestigious outdoor fashion event, attracting media attention and celebrity judges from around the globe.

And despite this year's unprecedented challenges, we still believe the history of this wonderful event demands new ways to celebrate our love of fashion, allowing everyone to see, enjoy and appreciate the sheer artistry, vision and talent of our entrants.

Hence this year's competition evolution to **Myer Fashions on your Front Lawn** - where the excitement of fashion is brought to the people wherever they are and however they want to experience it.





Emerging Designer Award

Now in its third year, the Emerging Designer Award aims to encourage outstanding design talent and excellence within the Australian fashion industry by uncovering emerging designers and providing them with a chance to showcase their creations.

This year we've transformed and broadened the entire competition, in a new and modernised fully-digital format that will showcase the rising stars of Australian fashion.

To be eligible to enter the Emerging Designer Award, applicants must adhere to the following:

- Must be an Australian resident, 18 years of age or more
- Must not have any commercial arrangements or relationships with retail stores (with the exception of small boutiques at VRC's discretion)
- Must not be a previous winner of the Design Award or Emerging Designer Award
- Must not alter or add to their outfit in any way from the start until the end of the competition

**The Emerging Designer Award Final will be held on
Lexus Melbourne Cup Day, Tuesday 3rd November 2020**

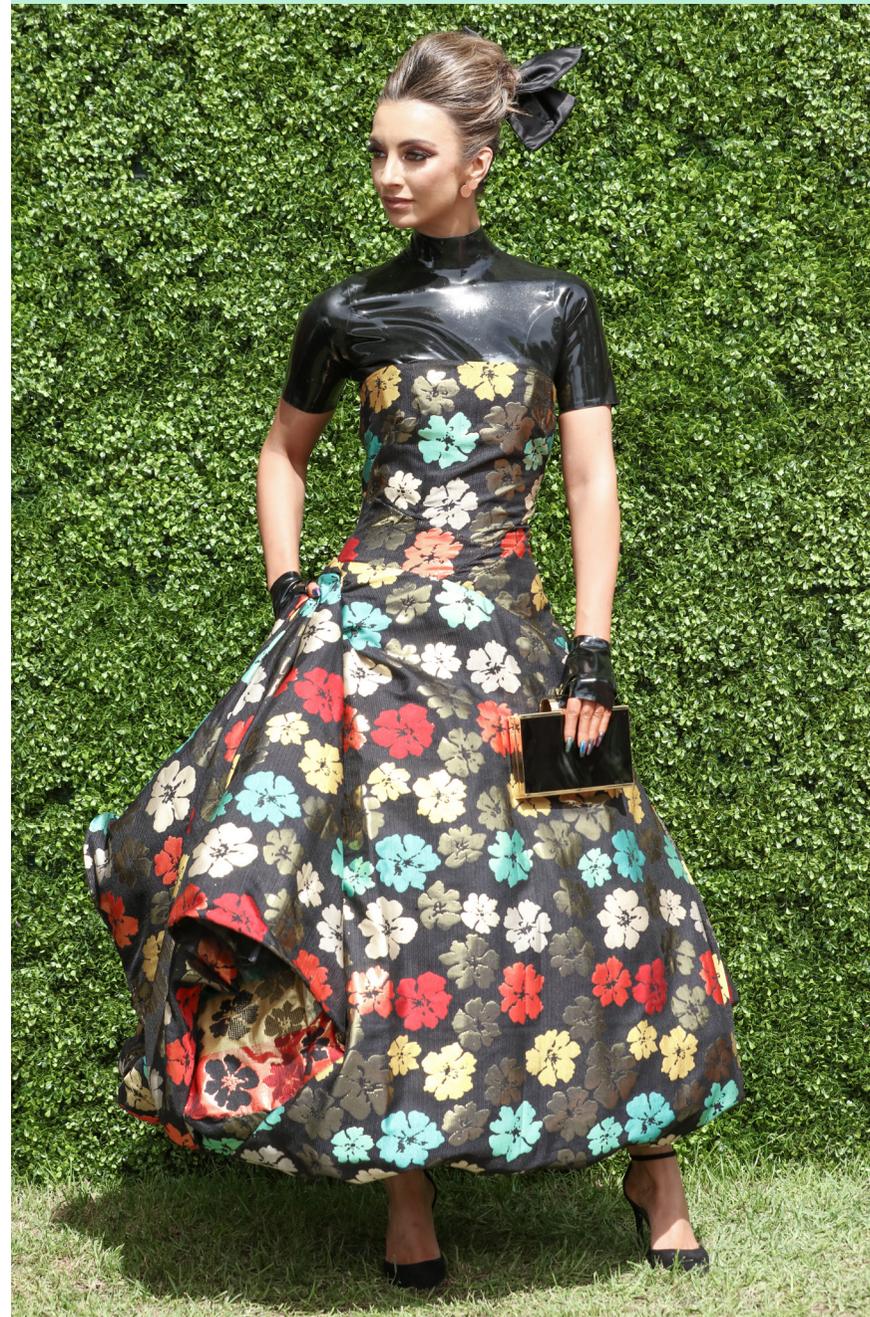


Prize Pool

The 2020 Emerging Designer Award winner will receive:

- ▲ Full Page Advertorial in the February 2021 issue Vogue Australia valued at \$14,920
- ▲ Myer gift card valued at \$3,000
- ▲ One (1) page fashion feature in VRC's Inside Headquarters Magazine, valued at \$2,850
- ▲ Four (4) nights accommodation at Sofitel Melbourne on Collins for two (2) people in a classic king room valued at \$2,400*
- ▲ A TCL TV package valued at a total of \$2,000
- ▲ Antler luggage voucher valued at \$1,000

[View the terms and conditions here](#)





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.

JUDGES

A panel of high profile industry professionals have been engaged to select the top 10 finalists to present their design via a digital platform. These judges will be announced at a later date.



Submission Process

[REGISTER
HERE!](#)

Applicants who are interested in entering the 2020 Emerging Designer Award, are required to follow the submission criteria as outlined below:

- ▲ **Create** and construct the outfit you wish to enter.
- ▲ **Provide** a video diary* outlining your creative inspiration, construction techniques and overall design process.
- ▲ **Photograph** your completed outfit on either a model or mannequin.
- ▲ **Submit 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.

A panel of judges will then choose the top 10 finalists who will be invited to compete for the coveted 2020 Emerging Designer Award title.

All applicants will be notified of the status of their application via email.

KEY DATES

Applications open	Monday 7th September
Applications close	Tuesday 13th October at 5pm AEDT
Designers notified and top 10 Designers announced	By Monday 18th October
2020 Emerging Designer Award	Lexus Melbourne Cup Day, Tuesday 3rd November

[View the terms and conditions here](#)

For all enquiries please contact: Victoria Racing Club
E foyfl@vrc.net.au **W** fashionsonyourfrontlawn.com.au

**This diary is not required to be submitted but will form part of your application should you be selected as a top 10 finalist*



2019 Emerging Designer Award winner

JASON CHETCUTI FROM CHETCUTI COUTURE

Tell us about your background in design and what motivated you to enter the Emerging Designer Award.

I began learning dressmaking as an after school apprentice. I then travelled and studied Haute Couture at the Paris American Academy France. I decided I wanted to live and work in London, and secured a job working in the Haute Couture Atelier at Ralph and Russo's South Kensington workroom where I worked on dresses for Angelina Jolie and Penélope Cruz. I returned to Australia and was inspired to create a stunning Melbourne Cup dress for the Myer Fashions on the Field Emerging Designer competition and was thrilled to have won.

How did it feel when you were announced as the winner of the 2019 Emerging Designer Award?

I felt so elated, it was one of the most happiest and exciting experiences of my design life to date. What could be better than being a winning designer of Fashion on the Field at Flemington on Melbourne Cup day.

What's your plan for the next 12 months?

My plan for the next twelve months is to really focus on what I love about fashion and really immerse myself in the world of Haute Couture and fine craftsmanship. I have a love of textiles and creating beautiful prints. I have a whole collection happening in my mind and I would love to work on this collection and release a beautiful, new vision to the fashion world. I can see myself working between Europe and Australia again.

What advice do you have for anyone entering the 2020 Emerging Designer Award?

My advice would be to create and work on a look that is exceptionally beautiful and exceptionally well executed. I used a sewing machine to stitch several seams of the corset, and then I began pattern matching roses on the dress fabric with the same level of skill that a master tailor matches suit checks. I loved the process of creating this dress! I was also fortunate to secure stunning Melbourne model Emily Thomas who brought my vision to life.

Anything exciting that you might like to share that has happened over the last 12 months since winning the Emerging designer Award?

I have met some amazing race people who have connected with me and my work over the last twelve months and winning the award has increased my exposure in the Australian design arena. My colleagues in Europe were so excited that I won the competition.

