

*fff*fashion: Fur Free Fashion Design Competition

CONTEST RULES and REGULATIONS

DESCRIPTION OF THE COMPETITION:

The *fff*fashion: Fur Free Fashion Competition offers aspiring designers the opportunity to showcase their talent while at the same time promoting the ethical and environmental benefits of foregoing fur fashion.

Born Free USA has partnered with *E / The Environmental Magazine*, the largest independent magazine dedicated to green issues, to showcase the competition. Top entries will be judged and winners selected by two-time Emmy Award-winner Julia Barr, longtime star in "All My Children" and an outspoken animal supporter; Brita Belli, editor of *E/The Environmental Magazine*; Marina Draghici, an award-winning Broadway, film and television costume designer and celebrity fashion stylist; Elizabeth Emanuel, an international designer perhaps most famous for creating Princess Diana's wedding dress; Devon Poer, a fashion stylist, journalist and consultant who works with movie and TV stars, musicians, and others; Victoria Principal, legendary star of "Dallas" and a best-selling author who is active in charitable causes; and Melissa Rivers, a televised red carpet icon and an executive producer of E! Online's "Fashion Police." Summer Rayne Oakes, eco-model, activist and green living expert, will select a winner of the Green Award.

REQUIREMENTS FOR PARTICIPANTS:

*fff*fashion:Fur Free Fashion Competition is open to fashion designers who satisfy the following requirements:

1. The participant must be at least 18 years of age.*
2. The participant must create an originally designed garment using no animal fur.
3. The product may be any of the following — coat or shirt (size Medium); pants, dress, or skirt (women size 8 or men size 40); or suit, including blouse, pants, or skirt (women size 8 or men size 40).
4. The participant must be able to comply with the time line set forth below.
5. The participant must complete an application form and attach required images as specified below:
 - a. 1 full view front image of the finished garment.
 - b. 1 full view back image of the finished garment.
 - c. Optional: 1-2 detailed view image of any detailing, embroidery or artwork on the finished garment.

Images must be in JPG format or you may send a PDF file. Images of garments must be on a dress form or model, to allow judges to see detailing and fit of the garment.

6. Participants are limited to one (1) submission.

7. Participants must pay a non-refundable \$25.00 entry fee.
8. 1st, 2nd, and 3rd place winners are required to send the winning finished garments to Born Free USA by May 22, 2012.
9. All finished garments sent to Born Free USA will be returned to the participant after the winners are publicly announced on or around September 1, 2012. Winners are asked to keep results of the competition confidential until September 1, 2012.
10. Born Free USA is not responsible for any damage to the garment.
11. Sponsor reserves the right to reject submission that it deems, in its sole discretion, to be inappropriate, for any reason whatsoever.
12. Contest entry deadline is April 15, 2012. All entries become the sole property of Born Free USA. By entering, participants agree that Born Free USA may use their submission, finished garment, name, city/state, and likeness for promotion or publicity purposes without further compensation, where legal. This shall include but not be limited to Sponsor's organizational materials, mailings, campaign materials, or any other effort to help animals.
13. By participating in the competition and/or accepting the prize, each entrant and winner releases Born Free USA, those it has authorized and their respective successors or assignees of any and all liability, loss, harm, damage, expense, injury or cost whatsoever which may occur in connection with the competition or possession, acceptance and/or use or misuse of prize or participation in any competition-related activity and for any claims that may arise including but not limited to claims based on publicity rights, defamation, invasion of privacy, copyright/trademark infringement, intellectual property rights, and merchandise delivery.

TIMELINE

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| Apr. 15, 2012: | All entries must be submitted online or to the address below |
| May 15, 2012: | Participants selected for 1st, 2nd, or 3rd place will be notified |
| May 22, 2012: | The winning garments of the 1st, 2nd, or 3rd place participants must be received at the address below. |
| Sept. 1, 2012: | Release of competition results on website and in Sept/Oct issue of <i>E Magazine</i> . |

PRIZES

The top design entry will be featured in a “*fffashion: Fur Free Fashion*” advertorial in *E Magazine* and online which will feature the winning fashion design professionally photographed on a model. The ad will also be featured on Born Free USA's website, and in Born Free USA's quarterly magazine. In addition, three cash prizes will be awarded for the 1st, 2nd, and 3rd place winners (\$750, \$500, and \$250 respectively) and the top 10 designers will be recognized on the “*fffashion: fur free fashion*” website.

All submissions shall be sent to: info@furfreesshopping.com

or via U.S. Mail to:

fffashion: Fur Free Fashion
c/o Born Free USA
1122 S Street
Sacramento, CA, 95811

* Designers under 18 can enter if enrolled in a Fashion Design curriculum. Just include the name of your class, teacher and school in the box labeled "How did you hear about the competition."