



# HIDDEN HEROS

IIDA | GEORGIA  
chapter

# MARK YOUR CALENDAR.....

6.1.2021	<u>SENDING OUT ENTRY PACKET</u> <u>COMMITTEE CALL</u> <u>DRESSED COMMITTEE KICKOFF EVENT</u>
6.9.2021	<u>TARKETT SHOWROOM</u>
6.14.2021	<u>DEADLINE FOR TEAM SUBMISSIONS</u> <u>DRESSED TEAMS KICKOFF EVENT</u>
6.16.2021	<u>LOCATION TBD</u>
6.18.2021	<u>GOOGLE DRIVE LINKS SENT OUT TO TEAMS</u>
6.30.2021	<u>STIPEN DUE FOR SPONSORS</u>
7.9.2021	<u>DUE DATE 15 INSPIRATION IMAGES OF SELECTED THEME &amp; SHADOW BOX MOCK UP</u> <u>DESIGN CHARRETTE. IT'S HIGHLY RECCOMENDED THAT AS MANY TEAM MEMBERS AS</u> <u>POSSIBLE ATTEND.</u>
7.15.2021	<u>LOCATION TBD</u>
9.1.2021	<u>FINAL SKETCH + MUSIC DUE</u> <u>SHADOW BOXES NEED TO BE COMPLETED</u>
9.8.2021	<u>GOOGLE DRIVE LINKS WILL BE CLOSED AT MIDNIGHT</u> <u>RUNWAY REHERSAL MODEL AND AT LEAST ONE TEAM MEMBER MUST ATTEND</u>
9.16.2021	<u>LOCATION TBD</u> <u>LIGHTS CAMERA SHOWTIME</u>
9.23.2021	<u>TABERNACLE</u>

# IMPORTANT INFORMATION

## THE MISSION OF DRESSED

OUR MISSION FOR DRESSED IS TO GIVE DESIGNERS A UNIQUE OPPORTUNITY TO UNLEASH THEIR CREATIVITY WHILE PROMOTING THE IIDA GEORGIA CHAPTER, OUR INDUSTRY PARTNERS AND MANUFACTURERS AT A RUNWAY EXTRAVAGANZA LIKE NO OTHER. TEAMS HAVE THE OPPORTUNITY TO CONNECT WITH THE ATLANTA ARCHITECTURE AND DESIGN (A&D) INDUSTRY IN A CREATIVE AND “OUT-OF-THE-BOX” FORMAT, WORKING TOGETHER TO CREATE ONE-OF-A-KIND, WEARABLE GARMENTS, MADE ALMOST ENTIRELY FROM THEIR SPONSORING MANUFACTURERS’ PRODUCTS. AS IN YEARS PAST, PORTION OF THE TICKET SALES FROM THE EVENT ARE DONATED TO DRESS FOR SUCCESS ATLANTA. FOR MORE INFORMATION, VISIT [DRESSFORSUCCESS.ORG](http://DRESSFORSUCCESS.ORG).

GARMENT TEAM ENTRY FORM DEADLINE: JUNE 14<sup>TH</sup> 2021. ON BEHALF OF THE ENTIRE PLANNING COMMITTEE FOR THE 2021 IIDA GEORGIA DRESSED EVENT, WE WOULD LIKE TO INVITE YOU TO SUBMIT YOUR ENTRY FOR DRESSED: HIDDEN HEROS!

## YOUR 2021 TEAM LEADS

CHAIR: NICOLETTE PIZZOFRERATO - INDUSTRY IIDA — TARKETT  
CO-CHAIR: MOLLY BAUMGART - INDUSTRY IIDA — KNOLL

## IMPORTANT REMINDERS

### ONE:

DRESSED WILL RETURN TO THE TABERNACLE THIS YEAR! TEAMS WILL SELECT THEIR OWN MODELS AND ARE RESPONSIBLE FOR THEIR OWN HAIR AND MAKEUP. ONCE AGAIN, TEAMS WILL ALSO BE ALLOWED TO SELECT THEIR OWN RUNWAY MUSIC (NO EXPLICIT CONTENT ALLOWED). IN ORDER TO ALLOW THE TEAMS TO HAVE MORE CREATIVE CONTROL, WE’LL HAVE TO ADHERE TO STRICT DEADLINES TO ENSURE INTEGRITY OF THE SHOW.

### TWO:

TICKETS WILL BE PURCHASED FOR EVERY TEAM MEMBER BY THE SPONSORS (MAX OF 5 TICKETS FOR TEAM MEMBERS AND 1 MANUFACTURER TICKET). TEAM MEMBERS WILL HAVE SEATS AGAIN THIS YEAR.

### THREE:

EACH TEAM MEMBER IS ALLOWED NO MORE THAN THREE SPONSORS. IF A TEAM CHOOSES TO ONLY HAVE ONE OR TWO SPONSORS, THE DIFFERENCE IN THE ENTRY FEE MUST BE COVERED BY THE TEAM STIPEND OR SPONSORS. EACH SPONSOR NEEDS TO PAY STIPEND TO IIDA BY JUNE 30<sup>TH</sup>.



# GARMENT INFORMATION

## GARMENT RULES

TEAM SUBMISSIONS ARE DUE BY 5PM ON 6.14.2021 BY EMAIL TO [dressed@iidageorgia.org](mailto:dressed@iidageorgia.org). ENTRIES WILL BE TIME STAMPED AND LIMITED TO THE FIRST 25 SUBMISSIONS.

FIRMS CAN ENTER MULTIPLE TEAMS. TEAMS ARE ALSO ABLE TO BE COMPRISED OF MULTIPLE FIRMS.

MODELS MUST BE AT LEAST 18 YEARS OF AGE. MODELS WILL BE REQUIRED TO WALK UP AND DOWN STAIRS AND RAMPS BACKSTAGE AND THE GARMENT MUST BE ABLE TO PASS THROUGH A STANDARD SIZE DOORWAY.

NO LIVE ANIMALS, NUDITY OR FIRE. PLEASE SEE DIAGRAM REGARDING AREAS REQUIRED FOR COVERAGE. DUE TO THE WEIGHT OF THE MATERIALS, WE STRONGLY SUGGEST THAT GARMENTS HAVE STRAPS.

TEAMS MUST CONSIST ONLY OF DESIGNERS AND SPONSORS. TEAMS ARE ALLOWED TO HAVE UP TO 3 SPONSORS PER GARMENT. IF YOU HAVE LESS THAN 3 SPONSORS, THE DIFFERENCE OF THE FEES WILL BE SPLIT BETWEEN THE SPONSORS YOU HAVE.

GARMENTS MUST BE CONSTRUCTED OF THE MATERIALS PROVIDED BY YOUR SPONSORS. 75% OF THE GARMENT MUST BE SPONSORS' MATERIALS. A LIST OF THE MATERIALS USED WILL BE REQUIRED FOR THE JUDGE'S PACKET.

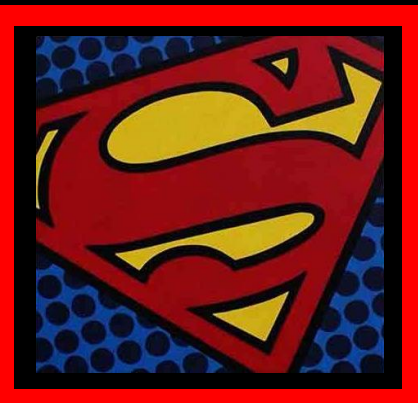


NO MATERIALS FROM MANUFACTURERS OUTSIDE OF THE SPONSORS ALLOWED.

# GARMENT CRITERIA



IN ADDITIONAL TO THE GUIDELINES THAT WERE PRESENTED ON THE PREVIOUS PAGE THERE WILL ALSO BE ADDITIONAL KEY ASPECTS THAT EACH GARMENT MUST HAVE/FOLLOW.



## EMBLEM OR ACCESSORY/OBJECT

HOW DO WE RECOGNIZE ALL OF THE GREAT SUPERHEROS? BY THEIR SIGNATURE EMBLEM, OR THE ACCESSORIES THEY HAVE/CARRY. WE WOULD LIKE EACH TEAM TO CREATE EITHER AN EMBLEM OR AN ACCESSORY/OBJECT OR BOTH IF THEY LIKE, THAT IS SIGNATURE TO THEIR SUPERHERO AND PRESENT IT ON STAGE DURING THEIR WALK.

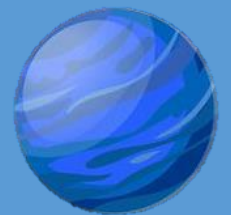


## PLANET OF ORIGIN

EACH TEAM WILL HAVE A PLANET THAT THEIR TEAM WILL NEED TO USE AS THEIR INSPIRATION AND BACKGROUND OF THEIR SUPERHERO. EACH PLANET ASSIGNED WILL HAVE A DETAILED DESCRIPTION THAT WILL GIVE ALL THE CHARACTERISTICS OF THAT PLANET TO ASSIST WITH THE BACKGROUND OF THE SUPERHERO; THEIR APPEARANCE, ABILITIES ETC. THE ORDER IN WHICH PLANETS ARE CHOSEN WILL BE BASED ON THE ORDER IN WHICH TEAMS SUBMITTED THEIR PARTICIPATION TO DRESSED. THERE WILL BE THE SAME NUMBER OF PLANETS AS THERE ARE TEAMS AND ONCE A PLANET IS CHOSEN IT CANNOT BE CHOSEN AGAIN. PLANETS WILL BE CHOSEN AT THE DRESSED TEAMS KICKOFF EVENT.

### EXAMPLE: NEPTUNE

- VERY COLD
  - ATMOSPHERE IS MOSTLY MADE OF METHANE WHICH GIVES THE PLANET IT'S BLUE COLOR
  - THE INTERIOR OF THE PLANET IS MADE MOSTLY OF METHANE ICE
  - 13 MOONS AND A FAINT RING SYSTEM ORBIT THE PLANET
  - 1 YEAR ON NEPTUNE IS 165 YEARS ON EARTH
- KEYWORDS: ILLUSION, IMAGINATION, PSYCHIC SENSITIVITY AND INSPIRATION



NEPTUNE

# GARMENT CRITERIA CONT...

## TRANSFORMATION ASPECT

SUPERHEROS HAVE AN EXPERTISE IN DISGUIISING THEMSELVES WITH A SECRET IDENTITY, AND THEN IN A BLINK OF AN EYE THEY CAN TRANSFORM INTO THEIR SUPERSUIT. JUST LIKE SUPERHEROS OUR COMMUNITIES HIDDEN HEROS ALSO HAVE THEIR OWN HIDDEN IDENTITY; MOTHER, FATHER, DAUGHTER, SON, SISTER, BROTHER ETC. OUR LOCAL HEROS WALK AMOUNGST US EVERYDAY HIDING IN PLAIN SITE.



## SHORT STORY

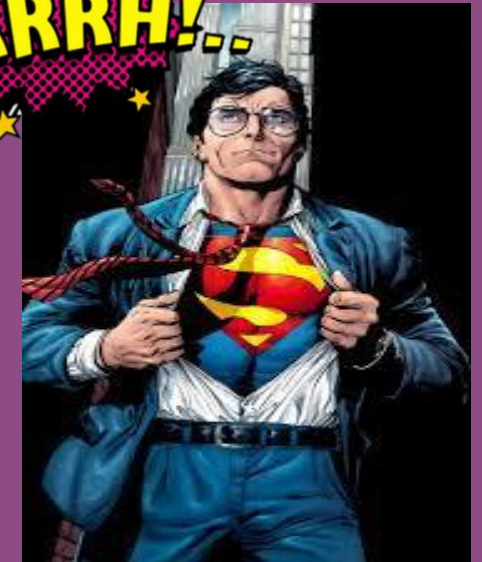
TEAMS WILL ALSO CREATE A SHORT STORY ABOUT THEIR SUPERHERO WHICH WILL GIVE INSIGHT TO WHO THAT SUPERHERO IS, WHERE THEY COME FROM AND HOW THEY HELP THEIR COMMUNITY.

THE SHORT STORY WILL BE READ AS AN INTRODUCTION BEFORE THE GAREMENT IS PRESENTED ON STAGE.

WE ARE ASKING ALL TEAMS TO CREATE A TRANSFORMING ASPECT OF THEIR GARMENT SHOWCASING THE "SUPERHERO" IN BOTH THEIR SUPERSUIT AND HIDING IN THEIR HIDDEN IDENTITY. TEAMS CAN GET CREATIVE WITH THIS; THE SKY IS THE LIMIT! WE HAVE PROVIDED SOME IDEAS BELOW BUT TEAMS ARE NOT LIMITED TO USING THESE SUGGESTIONS:

- GARMENT SPLIT DOWN THE MIDDLE, HALF & HALF; HALF SUPERSUIT HALF HIDDEN IDENTITY.
  - GARMENT SPLIT DOWN THE MIDDLE SIDE TO SIDE; ONE SIDE HIDDEN IDENTITY AND THE OTHER SUPERSUIT.
  - GARMENT SPLIT DOWN THE MIDDLE FRONT TO BACK; FRONT BEING EITHER THE SUPERSUIT OR HIDDEN IDENTITY AND BACK BEING THE SUPERSUIT OR HIDDEN IDENTITY.
  - GARMENT SPLIT DOWN THE MIDDLE TOP & BOTTOM; TOP BEING EITHER THE SUPERSUIT OR HIDDEN IDENTITY AND BOTTOM BEING THE SUPERSUIT OR HIDDEN IDENTITY.
- THEY CAN INTEGRATE THE TWO TOGETHER HAVING SOME PIECES AND PARTS FROM ONE IDENTITY MIX THROUGHOUT THE GARMENT WITH THE OTHER
- HAVE A PIECE THAT ACTUALLY TRANSFORMS FROM ONE IDENTITY TO THE OTHER

**RRRRH!!**



# GARMENT SUBMISSION

## IMPORTANT SUBMISSION DEADLINES

**6.14.2021 BY 5PM** DEADLINE FOR ENTRY SUBMISSIONS FOR ALL GARMENT TEAMS. ENTRIES WILL BE TIME STAMPED AND LIMITED TO THE FIRST SUBMISSIONS.

**6.16.2021** DRESSED TEAMS KICKOFF EVENT. TEAMS ARE ASSIGNED A DRESSED COMMITTEE MEMBER AT THE EVENT. IT IS STRONGLY ENCOURAGED THAT AS MANY MEMBERS FROM THE TEAM ATTEND AS POSSIBLE. IF YOU'RE UNABLE TO MAKE IT OR IF YOU FEEL UNCOMFORTABLE ATTENDING PLEASE NOTIFY THE DRESSED COMMITTEE AND WE WILL WORK WITH YOU ONE ON ONE FOR A SOLUTION.

**6.18.2021** ALL TEAMS WILL BE SENT THEIR OWN GOOGLE DRIVE LINK. TEAMS WILL BE REQUIRED TO UPLOAD ITEMS TO THE GOOGLE DRIVE LINK ON ASSIGNED DAYS. THE ITEMS PUT IN THE GOOGLE DRIVE WILL BE USED TO MAKE THE VIDEOS.

## YOU WILL BE GIVEN ASSIGNED DATES TO SUPPLY

### SKETCH & SHADOW BOX

PROVIDE A CONCEPTUAL SKETCH OF THE GARMENT TO BE USED IN THE VIDEO AND JUDGES PACKAGE AS WELL AS A SHADOWBOX THAT IS A COMBINATION OF ELEMENTS TO EACH TEAMS INSPIRATION, GARMENT, PLANET AND OVERALL THEME OF THE EVENT.

### CONCEPT

PROVIDE A SHORT PARAGRAPH OF YOUR GARMENT CONCEPT. YOUR CONCEPT SHOULD COVER KEY FEATURES OF YOUR THEME. THE DETAILS OF YOUR CONCEPT WILL HELP THE DRESSED COMMITTEE MAKE YOUR VIDEO.

### LOGOS

PROVIDE HIGH RESOLUTION IMAGES OF YOUR FIRM'S LOGO ALONG WITH YOUR SPONSORS' LOGOS. THESE LOGOS WILL BE USED IN MARKETING MATERIALS AND THE DRESSED VIDEOS.

### TEAM INFORMATION

PLEASE INCLUDE FIRST AND LAST NAMES AND EMAIL ADDRESSES OF ALL TEAM MEMBERS AND SPONSORS. PLEASE ALSO TELL US WHO THE TEAM CAPTAIN IS FOR YOUR TEAM. THE TEAM CAPTAIN WILL BE EMAILED WITH ANY FOLLOW UP DETAILS AND QUESTIONS FROM THE DRESSED COMMITTEE.

### SIGNATURE

ALL MEMBERS OF THE TEAM MUST SIGN THE ENTRY FORM TO ACKNOWLEDGE THAT EVERYONE HAS READ AND UNDERSTANDS THE CONTENTS OF THIS PACKAGE.



# MODELS, TEAMS & VIDEOS

## MODELS & TEAMS

PLEASE NOTE TEAMS ARE HIGHLY ENCOURAGED TO USE PEOPLE FROM THE INDUSTRY AS THEIR MODEL. WE WELCOME MALE AND FEMALE SUBMISSIONS.

1. MODELS ARE TO BE PROVIDED BY THE GARMENT TEAM.

2. ONE MODEL PER TEAM ENTRY.

3. MODEL NAME AND BIO IS DUE TO [dressed@iidageorgia.org](mailto:dressed@iidageorgia.org) BY 6.30.2021.

4. BACKSTAGE: ONLY THE MODEL AND ONE TEAM MEMBER ARE ALLOWED BACKSTAGE. THIS HEADCOUNT IS STRICTLY REGULATED BY THE TABERNACLE AND FIRE MARSHAL. ONE TEAM MEMBER WILL BE ALLOWED TO BE WITH THE MODEL DURING THE JUDGE'S REVIEW BACKSTAGE.

5. HAIR & MAKEUP ARE THE GARMENT TEAM'S RESPONSIBILITY. IT IS STRONGLY RECOMMENDED YOUR MODEL SHOW UP WITH HAIR AND MAKEUP COMPLETE.

6. MANDATORY DRESS REHEARSAL WILL BE HELD THE THURSDAY BEFORE THE SHOW, 9.16.2021. YOUR MODEL & A TEAM MEMBER MUST BE AT THE REHEARSAL. IT IS RECOMMENDED THE MODEL WEAR THE SHOES THAT THEY WILL BE WEARING DURING THE SHOW AT THE REHEARSAL.

7. JUDGING: MORE DETAILS WILL FOLLOW REGARDING THE AWARDS AND JUDGING. ALL GARMENT TEAMS SHOULD BE PREPARED FOR THE JUDGES TO REVIEW THE GARMENT IN DETAIL BACKSTAGE.

JUDGING STARTS THE DAY OF THE SHOW BACKSTAGE. PLEASE REMEMBER JUDGING IS SUBJECTIVE AND THE DRESSED COMMITTEE DOES ITS BEST TO BRING A VARIETY OF JUDGES FROM THE INDUSTRY.

8. PARKING WILL NOT BE PROVIDED FOR TEAMS BY THE TABERNACLE. A PAID PARKING LOT IS AVAILABLE NEXT TO THE TABERNACLE FOR ALL GUESTS TO PARK IN.

9. ALL TEAM MEMBERS WILL BE REQUIRED TO ENTER THE TABERNACLE THROUGH THE MAIN ENTRANCE AFTER JUDGING IS COMPLETE.

## VIDEOS

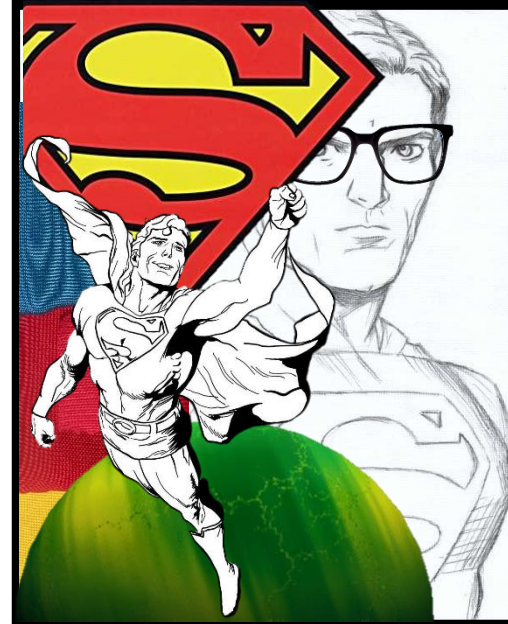
THE DRESSED COMMITTEE WILL BE PUTTING TOGETHER VIDEOS THIS YEAR AT THE CHARETTE. YOU WILL ALSO BE REQUIRED TO SUBMIT INSPIRATION IMAGES/SKETCHES. THE PURPOSE OF THE VIDEO IS TO INTRODUCE YOUR TEAM TO THE AUDIENCE AND ALLOW THE JUDGES TIME TO FINISH TALLYING SCORES FOR THE GARMENT ON THE RUNWAY.

VIDEOS ARE USED FOR ENTERTAINMENT ONLY AND NOT USED BY THE JUDGES FOR SCORING. VIDEOS WILL NOT BE AVAILABLE FOR TEAMS TO REVIEW PRIOR TO THE SHOW. THE DRESSED COMMITTEE RETAINS THE RIGHTS TO DETERMINE ALL VIDEO CONTENT AND WILL ADD OR EDIT CONTENT TO ENSURE THE OVERALL SHOW HAS A CONSISTENT FLOW. WE WILL, AGAIN THIS YEAR, SHOOT A PROMO VIDEO THAT WILL BE USED TO HIGHLIGHT TEAMS AND THEIR SPONSORS. IT IS HIGHLY RECOMMENDED THAT TEAMS PARTICIPATE, BUT IS NOT REQUIRED.

# SHADOW BOXES

## GUIDELINES

EACH TEAM WILL BE REQUIRED TO CREATE A SHADOWBOX THAT WILL BE DISPLAYED IN THE ENTRANCE OF THE TABERNACLE TO ACT AS A TEASER TO WHAT IS TO COME.



WE WILL SUPPLY EACH TEAM WITH THEIR SHADOWBOX BUT THEY WILL BE RESPONSIBLE FOR DESIGNING AND CREATING THE FINAL PRODUCT. THE DUE DATE FOR THE SHADOW BOX WILL BE 9.8.2021.

THE SHADOWBOXES WILL BE A COMBINATION OF ELEMENTS TO EACH TEAMS INSPIRATION, GARMENT, PLANET AND OVERALL THEME OF THE EVENT. EACH SHADOW BOX SHOULD ACT AS A REPRESENTATION OF EACH TEAM AND THEIR GARMENT WHILE GIVING VIEWERS AN UNDERSTANDING TO WHO THEIR SUPERHERO IS.

- BOX REQUIREMENTS:**
- SKETCH OF GARMENT
  - EMBLEM OR LOGO
  - ELEMENT OF GARMENT; I.E. MATERIALS, FABRICS ETC.
  - ELEMENT OF HIDDEN IDENTITY
  - PLANET
  - DIGITAL VERSION GIVEN TO JUDGES



# 2021 DRESSED ENTRY FORM

PLEASE PROVIDE ALL INFORMATION TO ENSURE SMOOTH COMMUNICATION BETWEEN THE DRESSED COMMITTEE AND YOUR TEAM. THE COST TO SPONSOR A TEAM IS \$450 PER SPONSOR. THIS INCLUDES THE \$150 ENTRY FEE PER SPONSOR PAID TO IIDA GEORGIA AND THE STIPEND MONEY PAID DIRECTLY TO THE GARMENT TEAM. SPONSORS CAN PAY VIA CREDIT CARD ON EVENTBRITE FOR A SMALL FEE OR CAN MAIL A CHECK TO THE IIDA GEORGIA OFFICE. IF A GARMENT TEAM CHOOSES TO HAVE LESS THAN THREE SPONSORS, THE REMAINDER OF THE ENTRY FEE MUST BE PAID OUT OF THE TEAM STIPEN.

PLEASE LIST FULL DESIGN FIRM(S) AND COMPANY(S) NAMES AS THEY SHOULD APPEAR ON MARKETING MATERIALS

DESIGN TEAM FIRM(S) \_\_\_\_\_

1. TEAM CAPTAIN NAME \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_

CELL PHONE NUMBER \_\_\_\_\_

2. TEAM SPONSOR/COMPANY \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_

3. TEAM SPONSOR/COMPANY \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_

4. TEAM SPONSOR/COMPANY \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_

EMAIL BY 6.14.2021 TO  
[dressed@iidageorgia.org](mailto:dressed@iidageorgia.org)

**IMPORTANT**  
TO RESERVE YOUR SPOT YOUR TEAM **MUST**  
SUBMIT BOTH THIS "2021 DRESSED ENTRY  
FORM" AND THE ENTRY FORM **MUST BE**  
SIGNED. NO EXCEPTIONS.

ALL TEAM MEMBERS MUST SIGN BELOW TO ACKNOWLEDGE THAT THE MANUFACTURERS' REPS AND DESIGN TEAM MEMBERS HAVE READ AND FULLY UNDERSTAND AND ACCEPT THE RULES AND DEADLINES AS OUTLINED IN THIS PACKAGE.

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