

VOGUEknitting Design Contest Rules



Vogue Knitting is proud to announce a new Design Contest, sponsored by Zealana. The design contest is open to all knitters with an interest in design and features a distinct track for students, who will compete in separate categories for prizes including knitting supplies, gift cards, and the Grand Prize trip to New Zealand!

Winning entries will be featured in a future issue of *Vogue Knitting* and will be showcased at Vogue Knitting LIVE, held in New York City January 2013. An international jury of hand-knitting experts will judge entries based on overall concept, uniqueness of vision, and technical execution.

ELIGIBILITY

Knitters of all levels are encouraged to submit their original designs. Students currently enrolled in a high school, university, or fashion institute are eligible to enter the Student category.

The design contest will only accept hand-knit women's fashion garments (sweaters, tops, skirts, dresses, etc.) sized small to medium. Multi-piece garments will be judged as a singular garment. Accessories will not be accepted.

A maximum of four (4) entries per entrant will be accepted. Only hand-knit garments will be accepted. Only designs by individuals will be accepted. Crochet and embellishment may be added. We value creativity.

Previously published designs are not eligible for submission. This includes web publishing as well as self-publishing.

All decisions by the jury will be final and binding. SoHo Publishing and Zealana may revise these rules at any time in their sole discretion. The contest is not open to any employee of Soho Publishing or any of its subsidiaries or company under common control.

GARMENT SIZES & MATERIALS

Please hand-knit your garment sized for women's size small to medium. Entries must follow the standard sizing guidelines found at www.yarnstandards.com.

This design contest is sponsored by Zealana. For all submitted entries, at least 50% of the garment must be knit in Zealana yarn. When designing your garment, please keep ALL ball bands of all yarns used, as finalists will be required to submit ALL ball bands with the garment. For information on finding Zealana yarns, please visit <http://zealana.co.nz/handknit/contact.php>.

ORIGINAL DESIGNS

All submitted designs must be the original work of the entrant and must not infringe upon the copyrights or other intellectual property rights of any other person or entity. SoHo Publishing and *Vogue Knitting* reserve the right, in its absolute and sole discretion, to disqualify at any time during the Design Contest any submitted design that it believes may infringe on the rights of any third parties. All winning entries and submitted designs with corresponding patterns and garment samples become the sole property of *Vogue Knitting* and Zealana, without further compensation, to be used or not used at its discretion, and will not be returned.

If you are not selected as a finalist, you may post or sell the pattern of your entry after winners have been announced at the Vogue Knitting LIVE New York Gala Dinner on January 19, 2013.

VOGUEknitting Design Contest Rules



zealana.
The light, soft touch of new zealand

PATTERN PUBLICATION RIGHTS

Vogue Knitting and Zealana reserve the right to publish patterns of winning entries and finalists. Designer will be cited on the pattern. Patterns for winning garments and finalists become the property of *Vogue Knitting* and Zealana.

CONTEST OVERVIEW

Part #1: Preliminaries

All entries and photos are due by **November 30, 2012.**

To enter the competition, please fill out The *Vogue Knitting* Design Contest Entry Form and include 5–10 photos of each submitted garment* by November 30, 2012, to *Vogue Knitting*. You may submit your garment photos as well as signed entry forms and contest rules via mail or e-mail.

Vogue Knitting Design Contest
161 Avenue of the Americas, Suite 1301
New York, NY 10013
E-mail: contests@VogueKnitting.com
Subject Line: *Vogue Knitting* Design Contest

*For each submitted garment please include 5–10 color photos, including front and back views, as well as construction details such as seams, closures, and length. We strongly urge you to take photos of your garment on a mannequin or model in natural light. We will only accept jpeg files, and the files should not be any larger than 500KB (72dpi and 500 pixels). In addition please name each photo file using the following naming convention:

nameofdesign.photo#.jpg

For example, janepullover.3.jpg. Your photos will be judged anonymously by a group of impartial industry experts. Judging will occur the week of December 3, and the jury will decide which submissions will move forward to become finalists.

Part #2: Finalists

Following the preliminaries, *Vogue Knitting* will begin sending notices to finalists starting December 7, 2012. If you have not heard from *Vogue Knitting* by December 31, 2012, we regret to inform you that your design did not make it to the finalist level.

Finalists will be asked to send their garments and ALL ball bands (at their own shipping expense) to *Vogue Knitting* to arrive no later than December 21, 2012, at the above address.

Return of Entries: *Vogue Knitting* reserves the right to keep samples provided by all finalists indefinitely.

VOGUEknitting Design Contest Rules



zealana.
The light, soft touch of new zealand

Part #3: Final Judging

Winning entries will be announced at Vogue Knitting LIVE New York, January 18–20, 2013.

Final judging will take place at Vogue Knitting LIVE New York, January 18–20, 2013 by a group of impartial industry experts. Winners will be announced during the Gala Dinner at Vogue Knitting LIVE New York on the evening of January 19, 2013. All finalist garments will be on display throughout the show and worn by professional models during the Gala Dinner fashion show.

PRIZES

Grand Prize Winner

(All entrants, including students, are eligible for the Grand Prize):

An all-inclusive trip to New Zealand sponsored by Zealana.

- The winning designer will receive a 7-day, all-inclusive trip to marvel in the beauty of New Zealand, including a visit to the Zealana factory, a trip to the Karori wildlife sanctuary, and much more! (Travel time is included in the 7-day trip.)
- An economy-class ticket to New Zealand.
- 5 nights of accommodations supplied by Zealana.
- 5 days of breakfasts and dinners supplied by Zealana.

Winner must have a valid passport and trip must be used within 6 months of winning. If not, trip is forfeited. A *Vogue Knitting* representative will accompany the winner to New Zealand. Winner's travel schedule must be flexible to coordinate with the *Vogue Knitting* representative's schedule.

Vogue Knitting Editorial Feature

- The winning garment and instructions will be styled and photographed for publication in *Vogue Knitting* magazine

Zealana Press Coverage

- Winning design will be featured on the Zealana website and in other Zealana media.

Non-Student 1st Runner Up

- The winning garment and instructions will be styled and photographed for publication in an editorial feature in *Vogue Knitting* magazine.
- Winning design will be featured on the Zealana website and in other Zealana media.
- VogueKnitting.com Gift Card, a \$250 gift card to spend on patterns, books, and back issues at VogueKnitting.com.

Student 1st Runner Up

- The winning garment and instructions will be styled and photographed for publication in an editorial feature *Vogue Knitting* magazine
- Winning design will be featured on the Zealana website and in other Zealana media.
- VogueKnitting.com Gift Card, a \$250 gift card to spend on patterns, books and back issues at VogueKnitting.com

VOGUEknitting Design Contest Rules



zealana.
The light, soft touch of new zealand

All Finalists

Vogue Knitting LIVE Access

- One ticket to the Gala Dinner at Vogue Knitting LIVE New York on January 19, 2013. (Finalists are responsible for their own transportation and accommodations.)
- One Two-Day Marketplace Ticket
- One FREE Lecture at Vogue Knitting LIVE New York (dependent upon availability)
Very *Vogue Knitting* Gift Basket Filled with a supply of yarn, accessories & more to keep your needles clicking!
- VogueKnitting.com Gift Card, a \$150 gift card to spend on patterns, books, and back issues at VogueKnitting.com.

Entry:

The design contest will open at midnight on **August 2, 2012**. The last day to submit a design will be **November 30, 2012**.

In order to be considered, submissions must adhere to the official rules of The *Vogue Knitting* Design Contest. By signing this entry form, you acknowledge that have read, and agree to adhere to the official rules of this contest, and that all decisions of the jury will be final and binding.

Signature of Entrant: _____

Date: _____