



APPLICATION DEADLINE November 20th, 2009 (postmarked)

APPLICATION FEE \$30. Make checks payable to **MNfashion**.

APPLICATION REQUIREMENTS

5 total digital images of previous work, spring collection for Voltage 2010 on CD in jpeg or Power Point format (preferred). Images must be clear and professional. These will be reviewed by the stylist team and runway designers the following week. Please label files: Power Point- "name-voltage10.ppt" or single images- "name01-voltage10.jpg, name02-voltage10.jpg," etc.

Completed application

Application Fee- **\$30** (payable to **MNfashion**)

SEND APPLICATION TO:

Voltage Application
c/o MNfashion
PO Box 2958
Minneapolis, MN 55402-0958

WHAT IS NEW WITH VOLTAGE THIS YEAR:

We are excited by the caliber of accessories designers in the Twin Cities are making them a more integral part of Voltage this year. Accessories designers will be featured on the Voltage website, 2010 Lookbook and any other promotional information produced.

Voltage Runway designers will work with the Voltage Styling Team to select accessory designers to work with. Collaboration with runway designers and stylist team is greatly encouraged. Statement runway pieces can easily promote your current spring collection.

In late January 2009, MNfashion is producing an invite-only event for regional buyers and press to preview and to place orders for Spring (both runway and accessory designers are involved).

Voltage: Fashion Amplified will be in April 2010 to coincide with the release of each designer's Spring 2010 line at Spring MNfashion Week. Collections will be available at the event.

There will be 10 runway designers, 10-12 accessory designers and 5 band designers chosen for Voltage 2010.

RUNWAY DESIGNERS:

CARMICHAEL CLAITH
DANIELLE EVERINE
ELENA MERCURIO
EMMA BERG
FRANCES ZERR
GEORGE MOSKAL
KELSON
KEVIN KRAMP
PFT COUTURE
RAUL OSORIO

REQUIREMENTS:

Engage with the Voltage team and other designers.

Attendance and involvement at Voltage 2010 and promotional events

Involvement in promotional photo/video shoots

Utilize resources provided by MNfashion as needed.

QUESTIONS? Write to info@voltagefashionamplified.com



APPLICATION Add additional pages as needed.

Name: _____

Company/Clothing Line: _____

Website: _____

Email: _____

Phone: _____

Tell us about yourself: _____

What is your inspiration for Spring 2010? _____

What is your niche and who is your customer? _____

Is there a particular runway designer you'd like to work with? _____

What would you like to get out of being involved with Voltage 2010? _____

VOLTAGE: FASHION AMPLIFIED is the Midwest's premier rock and fashion show. Through its annual events, Voltage seeks to foster collaboration, engender community and unite music and fashion while providing a national forum for local talent.

MN FASHION is dedicated to providing resources and professional development allowing designers to establish a sustainable livelihood in Minnesota. In doing this, we foster community and create a thriving, sustainable local fashion industry.