



MILLINERY AUSTRALIA

2022 Design Award



**Participant Briefing
April 2022**

Some teasers about the Design Award

- Every piece will be on display at the gala event held on 30 June at The Bank on Collins which will be an event open to the public
- All entries will be photographed by well-known fashion photographer Richard Shaw
- Prizes include a \$1500 cash first prize and sponsors prizes from The Hat Magazine, Total Package, Hat Atelier, House of Adorn, Hat Blocks Australia, B-Unique Millinery, Hatters Millinery Supplies, Hat Academy, Millinery Market, Millinery.Info and Haute Dog Calendar
- Each entrant will receive a social media asset pack that includes quality photographs of their entry, suggested copy and hashtags like what was provided for Boldly Different participants
- Our judging panel includes representatives from the world of millinery (Georgia Skelton), fashion (Janice Breen Burns) and design.
- The Top 10 will feature in a travelling exhibition that will visit Adelaide Hatter in Adelaide Arcade, Embellish Atelier in Sydney, Brisbane Hatters in Brisbane Arcade and Avenell's of Bundaberg.

Key Dates all entries

Entry Registrations Close
Thursday 21 March

Closing date for Arrival of Entries
Friday 27 May

Judging
Thursday 2 June

Photoshoot
Friday 3 June

Patron's Pick

Media Asset Pack to Entrants
Monday 20 June

Website Gallery Goes Live &
People's Choice Launched
Mon 20 June

Top 10 Announced
Sat 25 June

Winners Announced
Thursday 30 June



Top 10 Display

Gala Event - Melbourne

Adelaide Hatters - Adelaide

Embellish Atelier - Sydney

Strand Hatters - Sydney

Brisbane Hatters - Brisbane

Avenell's of Bundaberg

Entry details

- All the details can be found in the Terms and Conditions
<https://millineryaustralia.org/members/millinery-australia-design-award-members/>

Please note

- When your entry needs to be delivered
Friday 27 May 2022 at 5pm
- Where your entry needs to be posted to
Millinery Australia
Parcel Locker 10257 80052
360 Collins St Melbourne VIC 3000
- What needs to be included in the box
the entered hat or headpiece
a printed copy of the Hat Information Form
an A4 page showing front and back views of how the hat should be worn on a mannequin head
a return address label with the entrant's name & postal address

Photoshoot Details

- Images will be taken by Richard Shaw
- The background will be a single block colour
- A live model will wear the piece
 - 57cm head
 - Brown Hair
 - The model will be wear clothes
- You will receive 4 images of your piece
 - Front
 - Back
 - Side
 - Fashion shot

Counter Balance Media rollout

- Promotional video – ‘Promoting the Gala’ – 15sec

Media: MAA website, YouTube Channel, Instagram and Facebook.

- Top 10 Showcase videos – 15 sec

Media: MAA & Milliners Instagram Reels, Stories and Facebook Stories

YouTube Short Stories

- Montage video – Showcasing all milliners – up to 2 to 4 mins

Media: MAA website, YouTube Channel, Instagram and Facebook.

- ‘Behind the scenes’ video – length TBC

Media: MAA YouTube channel & Milliners Instagram Reels, Stories and Facebook Stories

What we need from participating milliners

6 to 8 images, themed around your making journey.

Think images that portray you, your work and style aesthetic.

They could be: a close up of your hands creating your design

- : a photo of you in your studio
- : an image of the materials used
- : a photo of your sketch design
- : a moment captured during the construction process

Image specifications

- Please photograph in colour. No filters / No zoom / Natural light is always best.
- You can shoot on your mobile or digital camera.
- Images must be JPEG and Portrait formats only.
- Label your images before sending by using the following naming convention,
Event_Name_Number
e.g. CB_LisaHughes_1of7 CB_LisaHughes_2of7
- All images to be supplied by via WE TRANSFER <https://wetransfer.com/> to lisahughesmillinery@outlook.com
- Image deadline is 28th May, the day after delivery of entries close.
- You can supply more images, we will edit down.

What is a Media Asset Pack?

- 4 professional images of your piece with image credits
- Your construction images cropped for use
- Suggested text about what the Design Award is about
- Suggested hashtags
- Counter Balance Design Graphic for posting

Dear Lauren,

Attached is your personalised media kit for our Melbourne Fashion Week's, Boldly Different Exhibition.

Simultaneously running the campaign, across all our social platforms, will send a united message and gain wider audience reach. Use this kit to promote your brand and support the exhibition as you see fit. You are welcome to post as little or as often as you like from today onwards. Feel free to use any of your progress images that didn't make it into the final edit, they all tell a great story.

Your 30sec 'Spotlight' video will work as Facebook and Instagram Posts - it will also work well on Facebook and Instagram Stories. Once uploaded, Stories will split the video into 2 or 3 slides, you will then need to publish all the slides.

Below is suggested copy to accompany the photos. We understand you know how to talk to your audience so you are welcome to make alterations to suit your identity.

'Millinery Australia' presents 'boldly Different', a gallery exhibition of millinery as she is wearing, we will be at Melbourne Fashion Week.

Created by some of Melbourne's leading milliners, the exhibition showcases high quality millinery skills, techniques and design.

Be prepared to be amazed by the creativity on display at No Vacancy Gallery, Melbourne from Tuesday 16 - Sunday 21 November 2021.

Millinery Australia - the mark of quality.

We also request you include the following handles and always include exhibition dates and gallery address.

@melbfashionweek

@Millineryaustralia

@richshawphoto (only use when posting content that Richard shot)

#novacancygallery

#melbournefashionweek

#mfw

#boldlydifferent2021



#millineryaustralia



The sub-committee thank you for your amazing contribution to date and we look forward to a wonderfully successful live exhibition.


Warmest regards,




Lisa Watt

 MFW_MAA_DETAIL1 LAUREN J RITCHIE.jpg 

 MFW_MAA_DETAIL2 LAUREN J RITCHIE.jpg 

 MFW_MAA_DETAIL3 LAUREN J RITCHIE.jpg 

 MFW_MAA_DETAIL4 LAUREN J RITCHIE.jpg 

Gala Tickets

Design Award Gala hosted at The Bank on Collins

Thursday June 30 7:30pm – 10:30pm

Tickets are now on sale!

<https://www.eventbrite.com.au/e/308111899987>

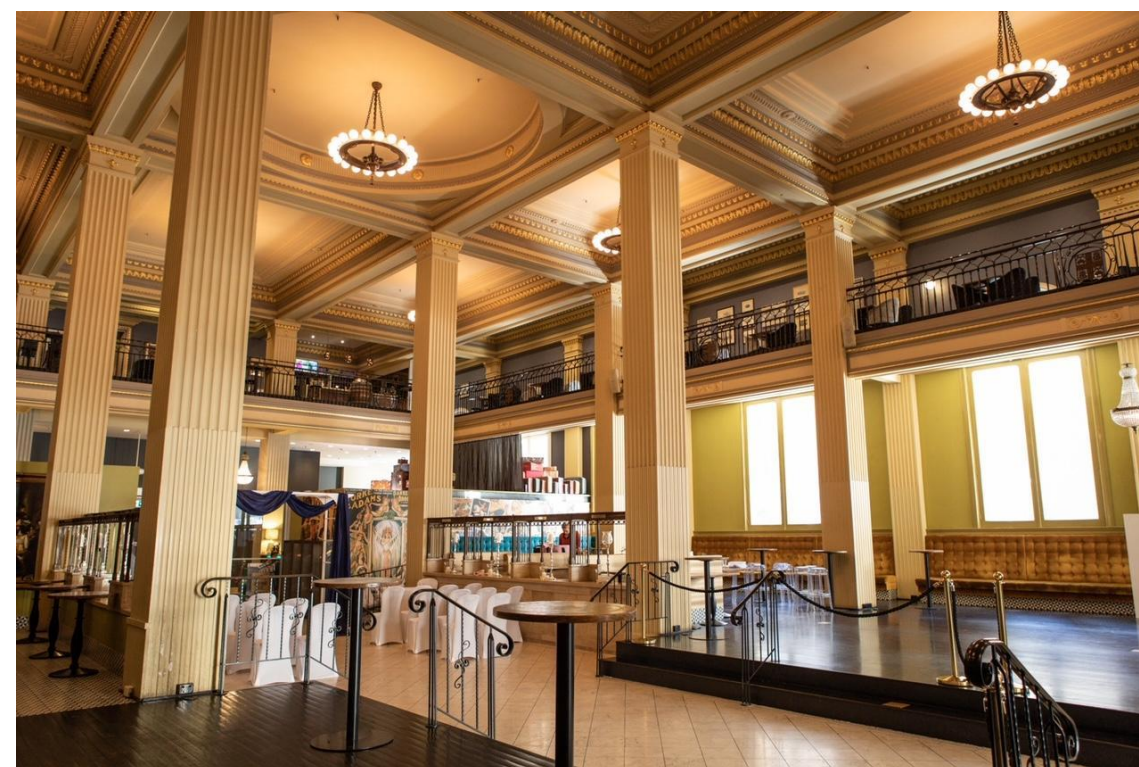
Early bird discount code: Millinery10

Code expires: 20 May

Ticket sales close: 20 June

Tickets include food and canapes

All entries will be on display



What is next?

Begin making your piece!

Take photos of your process

You will receive

- Copy of this presentation
- Template for piece information
- Graphic to share gala with your fans

Inspiration for your Gala promo



[View video here](#)

Make it your own!

Questions?

Do I have to send in photos?

It is not a requirement to send through photos for the media pack however it will increase your benefit and chance to be included in other media if you are able to contribute these images.

Do the judges see my construction photos?

No, the judges will not be provided any photos that you submit for the media asset pack. Your piece will be received and the judges will view all of the pieces along with the design statement. The images you provide will be used as part of the media plan after the judging is completed.

Is there a limit to the number of Gala tickets I can purchase?

There is no limit to the number of tickets purchased by anyone. This is a public event, Millinery Australia has a plan to promote this event through our channels but we also ask all entrants and members to promote this event.

Send any questions to designaward@millineryaustralia.org



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