



## **General Rules**

### **1. Background**

- 1.1 Mode Îles Ltd (“MI”) was established to produce and organize the event known as “Islands of The World Fashion Week” (“IWF”) and any derivatives thereof to showcase both *prêt à porter* and couture fashion of both experienced and new designers either based in or originating from developing island states around the world. The event will highlight and promote cultural diversity and the creativity in design represented through the islands.
- 1.2 MI will also take measures to establish a “collective label” under which it will represent various selected designers who agree to be so represented.
- 1.3 MI may also take action to purchase designs from designers or represent designers as agent for their own labels.
- 1.4 MI is also at liberty to organize, sponsor, or participate in any other fashion event whether via electronic media or otherwise.

### **2. Venue**

- 2.1 Islands of The World Fashion Week will take place primarily at suitable locations on islands in The Bahamas. However, MI has the right, in its sole discretion, to hold the event or derivatives of it in any other country being an island state.
- 2.2. The shows shall take place between the hours of 9.00 and 22.00 local time, unless there are cultural or national reasons for a deviation from this timeframe.
- 2.3 The shows shall be held in a location suitable for both presentation of the designs and hospitality for guests and press. All show locations must be pre-arranged or sanctioned by MI.

### **3. Date**

- 3.1 IFWF shall take place during the month of May or November in each year that it is organized.
- 3.2 The specific date within the month of May or November shall be published no later than July of the preceding year for a May event and February of the same year for a November event.

### **4 Schedule**

- 4.1 A schedule giving details of the place and time of the shows for each designer or line of clothing selected to participate in the fashion event shall be determined and published by MI.
- 4.2 MI will publish a draft schedule 60 days prior to the commencement of the event. Any designer canceling participation in the event after publication of the draft schedule will be responsible for any costs incurred.
- 4.3 The schedule shall not allow for more than one designer show or collection showing at any given time.
- 4.4 Designers must comply with all responsibilities and requirements as to date and time of their respective shows and special appearances.
- 4.5 Delays in the start of a show due to action or inaction by the designer and which causes further delay or damage to subsequent shows are deemed to be inappropriate behavior and subject to disciplinary action, including removal from the schedule and inability to participate or showcase further.

### **5 Designer Eligibility**

- 5.1 Applications will be open to all designers of clothing and fashion accessories who are either based in or originate from an island state.
- 5.2 Designers who do not originate from an island state may be considered for participation as international designers. This number will be limited to no more than seven (7) designers, not including those designers specially invited as international guest designers.

- 5.3** The designer must show an ability to produce a minimum of 20 garments or an entire line of clothing consisting of a maximum of 40 garments. Jewelry and accessories designers must produce a minimum of 20 pieces per collection. NextGen designers must produce a minimum of 5 and maximum of 10 garments or pieces of jewelry and accessories.
- 5.4** Except in the instance of designers qualifying as NextGen designers, all designers applying to participate in IFWW must be able to verify that they have been in business for a minimum of two (2) years continually prior to application.
- 5.5** Designers applying to participate only in the competition for the recognition award of NextGen Designer must be able to verify that they have been involved in the industry for a minimum of one (1) year but less than three (3) years.
- 5.6** The designer must also showcase at IFWW at least one garment that entails cultural elements of the island that the designer represents, and at least one further garment that reflects the designer's awareness of and attention to the environment and/or global social issues.
- 5.7** The designer must indicate in a written statement at the time of application for participation in IFWW whether he/she is able to manufacture, produce and ship a collection 60 days from the date of any order being placed. If such guarantee cannot be given the designer must engage the services of MI in facilitating this capability in licensing, manufacturing production, quality control, marketing and sales, and distribution.

## **6 Application for Designer Participation**

- 6.1** All designers wishing to participate in the Fashion Week shall submit the Application Form & Agreement to MI either by mail, courier service or in electronic form to arrive at the office of MI not later than 120 days before the scheduled event.
- 6.2** Designers must indicate the number of garments or accessories to be presented.
- 6.3** Evidence of existing or past designs must accompany the application either in photographic or electronic form.

- 6.4** MI will establish and publish the applicable Designer Registration Fee for those designers selected to participate. This non-refundable fee is to cover administrative and production expenses only.
- 6.5** All applications are subject to review by the Screening Committee whose decision as to acceptance will be final.

## **7 Admission To Shows**

- 7.1** Admission to the shows will be restricted to those persons registered for the event, and a specified number of special guests of the designer, MI, and ticket holders.
- 7.2** Persons invited by designers as special guests must be included on a list in the prescribed form 15 business days prior to the show. Failure to provide this list of guests will result in those guests not being allowed complimentary admission to the host designer's show or access may be limited to seating availability and priority.
- 7.3** MI will arrange for the necessary security and enforcement of admission procedures.
- 7.4** Priority in reserved seating will be given to buyers and agents, the press, and special guests of the designer and MI. All other seating will be open to the public.

## **8 Responsibility**

- 8.1** MI will be responsible for the following:
- 8.1.1 All security services necessary for the event,
- 8.1.2 The design and creation of all presentation space including the construction of the stage/catwalk.
- 8.1.3 The provision of hair and make-up stylists, shoe sponsors (where appropriate), models (maximum 15 models per show), show choreography, fitting space, seamstresses, dressers, sound and lighting, seating arrangement and ushers.
- 8.1.4 All organized ground transportation of designers and models to scheduled events,
- 8.1.5 The exclusive rights to all television network collaboration and DVD production and distribution, and the exclusive right to determine the times and methods of transmission, photography, filming and video production.

- 8.1.6 Ensure that the same level of quality in style and content is maintained in each single show, and reserves the right to eliminate or terminate any show which does not meet this standard or suspend any designer who is not compliant.
- 8.1.7 Arrange for the exclusive interview of designers with members of the media.
- 8.1.8 When and where appropriate, and in the sole discretion of MI, provide adequate space for the display or exhibit of the designer's products to buyers and international agents during the event.

**8.2** Each Designer will be responsible for the following:

- 8.2.1 Insurance on all garments and accessories used on his/her behalf during the event.
- 8.2.2 Provide a "run of the show" sheet to the organizers prior to the show, and provide the same for buyers and media at the show.
- 8.2.3 Hire additional models (maximum 5) at his/her own expense if more than the 15 assigned models are required, such additional models not to be models already contracted by MI.
- 8.2.4 Observe all laws and regulations regarding lighting, signage, use of pyrotechnics, and structures for the show, including fire regulations. All variations must obtain the prior approval of the organizers.
- 8.2.5 Ensure that all privately engaged assistants, photographers or film/television crews are properly registered and accredited to the event at least 15 days in advance.
- 8.2.6 Agree to the use of all photographic images taken during the event by MI in any promotional material.
- 8.2.7 Unless otherwise provided and expressly stated by MI each Designer must provide all shoes and accessories required to complement his/her collection.
- 8.2.8 Cooperate with the Producer and make-up and hair consultants in the creation of an acceptable common appearance for models participating in a collective runway show.
- 8.2.9 By participating in the event the Designer acknowledges and accepts these Rules without any conditions.

8.2.10 Ensure the avoidance of any conduct which may be considered by public opinion as contrary to moral standards during and outside fashion shows or the duration of the event.

## **9 Awards**

**9.1** MI will establish, as and when necessary, an independent committee to select the recipients of the Apprenticeship, Eco-Fashion, and Culture & Fashion awards, including the presentation of Seals of Excellence in Design, if such awards are to be presented to any of the participating designers.

**9.2** Designers may apply to participate only in the screening for the recognition awards of Sustainable Eco-Fashion and Fashion & Culture. Such designers must be approved to do so and are thereby waived from the requirements for the production of a runway show.

## **10 Agency Relationship**

MI, by arranging events contemplated by these Rules, does not represent itself in any way as agent or employer of the participating designer(s). Such agency relationship is subject to a specific contractual arrangement and may also include the designer operating under either an individual or collective label created and managed by MI.

## **11 Delegation of Authority**

MI, within its sole discretion, has the power to delegate any or all aspects of the organization and coordination of the event to a third party.