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Little Fashion Week accepting submissions

by Patrick Rocchio

Children interested in fashion take note! You have only two weeks to complete your projects for a major display of your fashion talent.

The Little Fashion Week contest for kids ages 7 to 10 will afford young people the opportunity to express themselves by designing, creating, and displaying fashions on 11 to 12 inch dolls and constructing a related display background -- like a diorama -- that tell any story the child wishes to create.

There will be three cash prizes for the best dolls, with the first prize winner taking home \$150 and two others receiving \$100 and \$50 each. All participants will also receive honorable mention medals, money saving coupons and prizes from merchants in Westchester Square, said Sandi Lusk, of the Westchester Square Zerega Improvement Organization.

This is the second year that the event -- which is being organized by the Westchester Square Zerega Improvement Organization, the Parks Department, Bronx Council on the Arts, and Association of Merchants and Business Professionals of Westchester Square -- will take place at Owen Dolen Recreation Center.

The first phase of the event takes place on Saturday, April 17 at 2 p.m., when the children will bring their creations to Owen Dolen for registration. The dolls will be on display in the center for the next week, and the winners will be chosen by a panel of judges from the Bronx Council on the Arts the following weekend.

Contestants should bring a short bio of themselves, including their name, age, what school they attend, and the story behind the setting and design of the display and doll costume.

The materials for the costume can be made of anything, but the clothes cannot be store bought, except for accessories, shoes and boots. The display where the doll will be placed can be made of cardboard, wood, or plastic. Background decoration can be photos, drawing, painting, or a collage. Props can be added -- such as trees and animals.

Final judging will take place at the Owen Dolen Recreation Center on Saturday, April 24 from 3p.m. to 5p.m. The winners will be announced then.

Funding has also be provided by Bronx Council on the Arts, Senator Jeff Klein, Assemblyman Michael Benedetto, Councilman James Vacca and participating merchants. ■