

Aspiring Fashion Designers!

Westchester Square-Zerega Improvement, Inc., NYC Department of Parks and Recreation Owen Dolen Recreation Center, Bronx Council on the Arts (BCA), and the Association of Merchants and Professionals of Westchester Square

present

Little Fashion Week Contest

Kids aged 7-10 years are invited to design, create, and display fashions for their 11-12 inch fashion dolls (male or female) and construct a related display background (like a diorama) with props (optional) that tell a story. Originality is what matters. Creative use of fabrics, design, bling, props, "set" design with photos, painting, drawing, etc. Be creative!

Materials: For costume, anything, but clothes cannot be just bought or absent (exception for accessories shoes and boots can be purchased)

Display: Cardboard, wood, plastic boxes for displays. Background decoration can be photos, drawing, painting, collage. Props can be added (tree, animals, boats, etc).

Registration: Bring your creation to Owen Dolen Recreation Center at 2551 Westchester Square on April 17, 2010 2:00pm, Saturday, for registration. Displays will be on view at Owen Dolen Center between registration and the final contest one week later.



Contestants should bring a short biography of themselves, including their name, age, what school they attend, and the story behind the setting and design of their display and doll costume. All contestants will get to walk the runway with their doll and show off their fashion creation at the final judging.

Final Judging

Saturday / April 24, 2010 / 3:00pm
by judges from the Bronx Council on the Arts

There will be 1st, 2nd, and 3rd main prizes (\$150, \$100, \$50 money orders) and all contestants will get honorable mention medals and money-saving coupons and prizes from local participating merchants.

All winning entries will be on display in a local store window for 1 week; on display at the Bronx Council on the Art's Artwalk event at Westchester Square on Saturday, May 15th; and they will also be photographed for the Bronx Times Reporter with special write-ups for the grand prize winners.

Many thanks to NY State Senator Jeff Klein, NYC Councilman James Vacca, and NY State Assemblyman Michael Benedetto, and our merchant sponsors.

Questions? Call 718-824-6806 or e-mail at WSZIO@aol.com.

