



**PUT YOUR BEST
FASHION FORWARD
AND WALK OFF WITH
A SCHOLARSHIP**

 The Art InstitutesSM
**PASSION
FOR FASHION
COMPETITION**

 **The Art InstitutesSM**

Administrative Office:
210 Sixth Avenue, 33rd Floor
Pittsburgh, PA 15222-2603

**YOU'RE
PASSIONATE
ABOUT FASHION.**

Ready to show off your stuff and take the next step in your fashion future?

THE ART INSTITUTES PASSION FOR FASHION SCHOLARSHIP COMPETITION

is your opportunity to earn a scholarship to one of The Art Institutes schools, with over 35 locations offering fashion programs.

This competition is right for you even if you love fashion but you're not a designer. You can compete in one of the following categories:

1. Fashion Design
2. Fashion Marketing & Merchandising and Retail Management

Your talent could earn you a scholarship — it's up to you now. Time to put your best fashion forward. But do it soon. Entries are due by November 21, 2008.

Front cover:
Ostrich dress designed
by Fiandoca.



FASHION DESIGN CATEGORY: ENTRY REQUIREMENTS & CRITERIA

To enter, you must be a high school senior scheduled to graduate in 2009, and you must fulfill all general admission and competition guidelines. This category requires submission of a finished eveningwear garment.

YOUR ENTRY MUST INCLUDE:

- Completed Entry & Release form.
- Your high school transcript showing a minimum 2.0 GPA.
- A short essay (800 words or less) outlining why your fashion entry is unique/innovative and explaining your interest and motivation for a career in fashion.
- A finished, originally designed eveningwear garment product.* The product may be any of the following — shirt (size Medium); pants, dress, or skirt (women's size 8 or men's size 40); or suit, including blouse, pants, or skirt (women's size 8 or men's size 40).
- Process Book (compiled in 8-1/2" x 11" binder), which serves as your design process summary, from original idea to finished product.

The book should include:

1. A written summary of your overall concept.
2. A review of influences on your entry, including fashion designers, music, television shows, or movies.
3. Sketches, illustrations, photographs, or digital images of your project as it evolved from concept to completion.
4. A written summary of people that you contacted for information about your project, including the advice they provided and its influence on you.

* Should you advance to the national competition, your entry will not be returned. Other entries will be returned by request only. All decisions made by The Art Institutes and judges are final and may not be disputed.

FASHION MARKETING & MERCHANDISING AND RETAIL MANAGEMENT CATEGORY: ENTRY REQUIREMENTS & CRITERIA

To enter, you must be a high school senior scheduled to graduate in 2009, and you must fulfill all general admission and competition guidelines.

YOUR ENTRY MUST INCLUDE:

- Completed Entry & Release form.
- Your high school transcript showing a minimum 2.0 GPA.
- A short essay (800 words or less) addressing how your fashion creation will contribute to the advancement of the fashion industry, as well as what sparked your interest in the fashion industry.
- A finished and original Fashion Marketing, Fashion Merchandising, or Retail Management product or plan.*
- A written description of your product or plan (1,000 words or less). Entries may include: a retail store concept, marketing promotion, store layouts, fashion business concept, new concept for retail, Internet fashion concept, catalogue retail concept, home fashion concept, or industrial fashion/safety/consumer trend product.

* Should you advance to the national competition, your entry will not be returned. Other entries will be returned by request only. All decisions made by The Art Institutes and judges are final and may not be disputed.



OFFICIAL RULES

COMPETITION ELIGIBILITY

The Art Institutes Passion For Fashion Competition ("Competition") is open to legal residents of the fifty (50) United States, the District of Columbia, and Canada (excluding residents of Quebec) who are full- or part-time high school seniors scheduled to graduate in 2009 with a minimum 2.0 cumulative grade point average or the equivalent thereof (based on either a 4.0 scale or 5.0 scale) as of date of entry and prize award.

Submit a completed Entry & Release form to your choice of one of The Art Institutes schools listed herein that offers a Fashion program. This school will be the location you represent, should you progress in the Competition, and plan to attend following the end of the Competition. You may only enter the Competition at one Art Institutes location.

You must fulfill all individual fashion program admission requirements of The Art Institutes school at which you enter the Competition.

CONDITIONS

For additional conditions applicable to the Competition and the scholarship awards, please review the complete Official Rules and Regulations at www.artinstitutes.edu/passionforfashion.

DEADLINE

All complete entries must be received by November 21, 2008 at The Art Institutes location where you plan to enter the Competition and attend following the Competition. Each local winner will be notified by December 19, 2008. Selection and notification of the national winners will be made by January 23, 2009.

HOW TO ENTER

Choose from one of two categories: 1) Fashion Design; or 2) Fashion Marketing & Merchandising and Retail Management. Select the category that best matches your skills, then complete the Entry & Release form located on the back of this brochure. Mail all entry materials to The Art Institutes location at which you would like to enter the Competition and plan to attend following the end of the Competition, for receipt no

later than November 21, 2008. Schools offering Fashion programs are listed on the locations pages in this brochure. For more information, visit www.artinstitutes.edu/passionforfashion.

SCHOLARSHIP AWARDS

Each local Fashion Design competition winner and each local Fashion Marketing & Merchandising and Retail Management Competition winner will receive a \$3,000 tuition scholarship to The Art Institutes location they represent in the Competition and plan to attend following high school graduation. Local first place winners from each category will move on to the national competition.

The national grand prize winners in the Fashion Design category and in the Fashion Marketing & Merchandising and Retail Management category will each receive a full tuition scholarship to study in a fashion program at The Art Institutes location they represented in the Competition. National second place winners in each category will receive a \$5,000 tuition scholarship to study in a fashion program at The Art Institutes location they represented in the Competition. National third place winners in each category will receive a \$4,000 tuition scholarship to study in a fashion program at The Art Institutes location they represented in the Competition.

Both grand prize winners will receive a VIP trip to Fashion Week in New York City in February 2009, participate in a "meet-and-greet" at *Seventeen* Magazine's New York City offices, and lunch with a *Seventeen* Magazine Style Pro.

Scholarship awards are contingent upon acceptance to the chosen Art Institutes location and are awarded in the form of a tuition credit. All tuition scholarships must be used at the location the student represented in the Competition. Tuition scholarships are non-transferable. The winner must begin studies in the summer or fall immediately following the Competition. Tuition scholarships are not redeemable for cash. The tuition scholarship covers academic tuition and may not be applied against fees, housing, living expenses, or program supplies. Additional restrictions and requirements may apply.

PARTICIPATING LOCATIONS

The Art Institute of AtlantaSM

6600 Peachtree Dunwoody Road, N.E.
100 Embassy Row
Atlanta, GA 30328-1635
1.800.275.4242
Program offered: Fashion & Retail Management

The Art Institute of AtlantaSM — Decatur

One West Court Square, Suite 110
Decatur, GA 30030
1.866.856.6203
Program offered: Fashion & Retail Management

The Art Institute of AustinSM

101 W. Louis Henna Boulevard, Suite 100
Austin, TX 78728
1.866.583.7952
Program offered: Fashion & Retail Management

The Art Institute of CaliforniaSM — Hollywood

3440 Wilshire Boulevard, 10th Floor
Los Angeles, CA 90010-2112
1.877.468.6232
Programs offered: Fashion Design, Fashion Marketing, and Fashion Marketing & Management

The Art Institute of CaliforniaSM — Inland Empire

630 East Brier Drive
San Bernardino, CA 92408-2800
1.800.353.0812
Programs offered: Fashion Design and Fashion & Retail Management

The Art Institute of CaliforniaSM — Orange County

3601 West Sunflower Avenue
Santa Ana, CA 92704-7931
1.888.549.3055
Programs offered: Fashion Design and Fashion Marketing & Management

The Art Institute of CaliforniaSM — San Diego

7650 Mission Valley Road
San Diego, CA 92108-4423
1.866.275.2422
Programs offered: Fashion Design and Fashion Marketing & Management

The Art Institute of CaliforniaSM — San Francisco

1170 Market Street
San Francisco, CA 94102-4928
1.888.493.3261
Programs offered: Fashion Design, Fashion Marketing, and Fashion Marketing & Management

The Art Institute of CaliforniaSM — Sunnyvale

1120 Kifer Road
Sunnyvale, CA 94086
1.866.583.7961
Program offered: Fashion Marketing & Management

The Art Institute of CharlestonSM

A branch of The Art Institute of Atlanta, GA
24 North Market Street
Charleston, SC 29401-2623
1.866.211.0107
Program offered: Fashion & Retail Management

The Art Institute of CharlotteSM

Three LakePointe Plaza
2110 Water Ridge Parkway
Charlotte, NC 28217-4536
1.800.872.4417
Programs offered: Fashion Marketing and Fashion Marketing & Management

The Art Institute of ColoradoSM

1200 Lincoln Street
Denver, CO 80203-2172
1.800.275.2420
Program offered: Fashion Retail Management

The Art Institute of DallasSM

8080 Park Lane, Suite 100
Dallas, TX 75231-5993
1.800.275.4243
Programs offered: Fashion Design and Fashion & Retail Management

The Art Institute of Fort LauderdaleSM

1799 S.E. 17th Street
Fort Lauderdale, FL 33316-3013
1.800.275.7603
Programs offered: Fashion Design and Fashion Merchandising

The Art Institute of HoustonSM

1900 Yorktown Street
Houston, TX 77056-4197
1.800.275.4244
Program offered: Fashion & Retail Management

The Art Institute of IndianapolisSM*

3500 Depauw Boulevard, Suite 1010
Indianapolis, IN 46268-6124
1.866.441.9031
Programs offered: Fashion Design and Fashion & Retail Management

The Art Institute of Las VegasSM

2350 Corporate Circle
Henderson, NV 89074-7737
1.800.833.2678
Program offered: Fashion & Retail Management

The Art Institute of MichiganSM

28125 Cabot Drive, Suite 120
Novi, MI 48377
1.800.479.0087
Programs offered: Fashion Marketing & Management and Fashion Merchandising

The Art Institute of New York CitySM

11-17 Beach Street
New York, NY 10013-1917
1.800.654.2433
Program offered: Art & Design Technology, with a concentration in Fashion Design

The Art Institute of Ohio — CincinnatiSM**

8845 Governors Hill Drive
Cincinnati, OH 45249-3317
1.866.613.5184
Program offered: Fashion Merchandising

The Art Institute of PhiladelphiaSM

1622 Chestnut Street
Philadelphia, PA 19103-5119
1.800.275.2474
Programs offered: Fashion Design, Fashion Marketing, and Visual Merchandising

The Art Institute of PhoenixSM

2233 West Dunlap Avenue
Phoenix, AZ 85021-2859
1.800.474.2479
Program offered: Fashion Marketing

The Art Institute of PittsburghSM

420 Boulevard of the Allies
Pittsburgh, PA 15219-1301
1.800.275.2470
Program offered: Fashion & Retail Management

The Art Institute of PortlandSM

1122 N.W. Davis Street
Portland, OR 97209-2911
1.888.228.6528
Programs offered: Apparel Accessory Design, Apparel Design, and Fashion Marketing

The Art Institute of Raleigh-DurhamSM

410 Blackwell Street, Suite 200
Durham, NC 27701
1.888.245.9593
Programs offered: Fashion Marketing and Fashion Marketing & Management

The Art Institute of SeattleSM

2323 Elliott Avenue
Seattle, WA 98121-1642
1.800.275.2471
Programs offered: Fashion Design and Fashion Marketing

The Art Institute of TampaSM

A branch of Miami International University of Art & Design
Parkside of Tampa Bay Park
4401 North Himes Avenue, Suite 150
Tampa, FL 33614-7086
1.866.703.3277
Program offered: Fashion & Retail Management

The Art Institute of TennesseeSM — Nashville

A branch of The Art Institute of Atlanta, GA
100 Centerview Drive, Suite 250
Nashville, TN 37214-3439
1.866.747.5770
Program offered: Fashion & Retail Management

The Art Institute of TucsonSM

5099 E. Grant Road, Suite 100
Tucson, AZ 85712
1.866.690.8850
Programs offered: Fashion Design and Fashion Marketing

The Art Institute of VancouverSM

(Downtown location)
700-1090 West Georgia Street
Vancouver, BC V6E 3V7
1.866.717.8080
Programs offered: Fashion Design & Merchandising, Fashion Design & Merchandising & Foundation for Design, and Fashion Marketing & Management

The Art Institute of WashingtonSM***

A branch of The Art Institute of Atlanta, GA
1820 North Fort Myer Drive
Arlington, VA 22209-1802
1.877.303.3771
Program offered: Fashion & Retail Management

The Art Institute of York — PennsylvaniaSM

1409 Williams Road
York, PA 17402-9012
1.800.864.7725
Program offered: Fashion Marketing

The Art Institutes International — Kansas CitySM

8208 Melrose Drive
Overland Park, KS 66214
1.866.530.8508
Program offered: Fashion Marketing

The Art Institutes International MinnesotaSM

15 South 9th Street
Minneapolis, MN 55402-3105
1.800.777.3643
Program offered: Fashion & Retail Management

The Illinois Institute of ArtSM — Chicago

350 N. Orleans Street
Chicago, IL 60654-1593
1.800.351.3450
Programs offered: Accessory Design, Fashion Design, Fashion Marketing & Management, and Fashion Merchandising

The Illinois Institute of ArtSM — Schaumburg

1000 N. Plaza Drive, Suite 100
Schaumburg, IL 60173-4990
1.800.314.3450
Program offered: Fashion Marketing & Management

The New England Institute of ArtSM

10 Brookline Place West
Brookline, MA 02445-7295
1.800.903.4425
Program offered: Fashion & Retail Management

* The Art Institute of Indianapolis is licensed by the Indiana Commission on Proprietary Education, 302 W. Washington St., Rm E201, Indianapolis, IN 46204. AC-0080
** OH Reg # 04-01-16988
*** Certified by the State Council of Higher Education to operate in Virginia

2008 WINNERS



Last year's grand prize winners, Tanya Lund from Spokane, WA and Renee Topete from San Diego, CA each earned a full-tuition scholarship to study Fashion at one of The Art Institutes schools. Both young women had the exciting experience of seeing New York City Fashion Week and meeting staff from *Seventeen* Magazine.



Degrees and programs vary by school. A range of online course opportunities is available.

ENTRY & RELEASE FORM

(Select one)

- Fashion Design
- Fashion Marketing & Merchandising and Retail Management

By signing this Entry & Release form, I acknowledge that I have read and understood the official rules and regulations for The Art Institutes Passion for Fashion Competition 2009 and agree to abide by them. I represent that the attached work qualifies for submission to this Competition. I hereby irrevocably give my consent to The Art Institutes International, LLC ("The Art Institutes"), and to those it may authorize, to photograph, film, and/or videotape me and/or my artwork, and to quote and record statements made by me and to use, reproduce, publicly display, distribute, sell, and/or create derivative works from my image, images of my artwork, and statements made by me (with or without my name) and to identify me by name and/or with school and employment information, in all forms of media now known or later developed, including, without limitation, on the Internet, for any editorial, promotional, advertising, trade, commercial, or other purpose whatsoever, in perpetuity throughout the world. I understand that The Art Institutes and those it may authorize shall not be responsible for unauthorized duplications/use by third parties on the Internet or otherwise. I hereby release The Art Institutes, those it has authorized, and their respective successors and assignees, from any and all claims and/or damages that may arise regarding the use, reproduction, display, distribution, and/or sale of my image or images of my artwork, or statements made by me as consented to herein, including any claims of defamation, invasion of privacy or infringement of moral rights, rights of publicity, or copyright.

By signing this form, I certify that any work submitted is original and mine alone and that I have the right to grant the permissions herein granted. I have read and understood this form.

Submit this form with your entry requirement materials to The Art Institutes school you plan to attend after the Competition and that you wish to represent in the Competition. If you advance to the national Competition, your entry will not be returned. Other entries will be returned by request only.

Signature _____

Date _____

How did you learn about this Competition?

- At one of The Art Institutes schools
- From an Art Institutes high school representative
- From *Seventeen* Magazine
- At a *Rock the Runway* event
- From a newspaper article
- From The Art Institutes Web site
- Other

School of Interest _____

Name _____

Address _____

City _____

State/Province _____

Zip/Postal Code _____

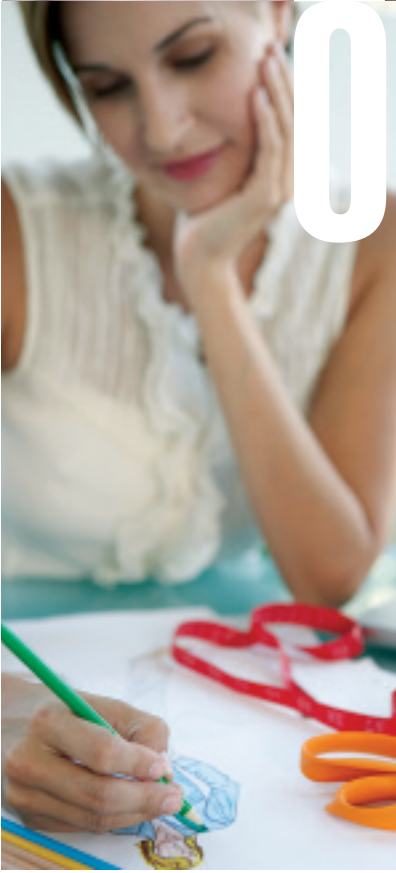
Home Phone () _____

Email _____

Signature _____

Parent/Guardian Name _____

Parent/Guardian Signature _____



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