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Pittsburgh, PA 15219-1328

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Fashion YOUR Future



2010 Prom Fashion Display Scholarship Competition Presented by



\$19,000 in Scholarships.

Behind the runway, the red carpet and the pages of your favorite fashion magazines are countless professionals pulling the strings and influencing the fashion industry. Fashion & Retail Management at The Art Institute of Pittsburgh is a bachelor's degree program that prepares graduates to move the world's fashion products from the designer's mind to the showroom floor and into the hands of the consumer. This is an industry for talented, creative professionals with a strong business sense and an eye for style.

Remember, the most glamorous boutique owners, fashion buyers and retail experts all had to start somewhere. The Fashion Your Future Scholarship Competition is the perfect place to start. You'll have a great time creating a full-scale prom dress visual merchandising display and earn your shot at \$19,000 in tuition scholarships.

Enter the Fashion your Future competition today!

To enter, submit your essay and an official copy of your transcript.

Prepare an essay between 500 and 1,000 words on the following topic:

"I am interested in a career in fashion & retail management because: "

Step One: Submit Your Essay / Transcript

Before you begin to write your essay, ask yourself a few questions: Do you understand the difference between fashion marketing business and fashion design? What types of careers in fashion marketing and business appeal to you and why? How would a scholarship to The Art Institute of Pittsburgh help you achieve your goals? Your essay should be between 500 and 1,000 words.

- Submit your essay entry file online by e-mailing the final draft by **Monday, February 22, 2010 at 5:00 p.m. to: fashionscholarship@aii.edu**

*** PLEASE INCLUDE YOUR TELEPHONE NUMBER, CURRENT EMAIL, AND ADDRESS AT THE TOP OF YOUR ESSAY SUBMISSION!**

- Mail an official copy of your high school transcript by **Monday, February 22, 2010 at 5:00 p.m. to: [The Art Institute of Pittsburgh](#)
[Attn. Angela Jedrzejek](#)
[420 Boulevard of the Allies](#)
[Pittsburgh PA 15219](#)**

Step Two: Finalist Meeting

Finalists will be selected and notified by **Friday, February 26.**

A MANDATORY meeting for all finalists will be held at The Mall at Robinson on Wednesday, March 3 at 4 p.m. At this meeting, you will be given a series of instructions, display dimensions and \$300 to cover your expenses.

** Please bring a camera to the meeting to photograph your provided display prom dress. You will not be able to take the dress home with you.*

Step Three: Plan and Create Your Competition Display

Your next goal is to create a visually interesting in-store or window-style display featuring the prom dress that will be provided for you. Starting with the dress and a set of guidelines, you can use your competition cash for supplies of any kind to create a visual display that makes your dress the most exciting, sought-after dress of the 2010 prom season. We will provide judging criteria, visual merchandising tips and a list of supply stores at the finalists' meeting on March 3. All finalists will have March 3 through March 20 to design the prom dress display.

Step Four: Installing Your Display on the Event Day

Finalists will bring their display materials to the Mall at Robinson to erect their creations on the day of the Fashion Your Future event and judging, which will take place on Saturday, March 20. Finalists will be permitted to begin building displays at 7:30 a.m., and must be completed by 12:30 p.m. The judging will take place at 1 p.m. Winners will be announced the same day.

Deadline for Essay Entries:

Monday, February 22, 2010 at 5 p.m.

We are not responsible for entries which are not received by the deadline



Step Five: Awards and Reception

Finalists will present their displays and will be honored at The Mall at Robinson on Saturday, March 20.

Finalist displays will be featured on public display at The Mall at Robinson until April 3, so you'll be able to tell friends and relatives to check out your masterpiece! The public will also cast their votes for a People's Choice award, which will be announced April 5.

Fashion Your Future Awards:

1st Prize: \$10,000 tuition scholarship

2nd Prize: \$5,000 tuition scholarship

3rd Prize: \$3,000 tuition scholarship

4th Prize: \$1,000 tuition scholarship

** Please see Scholarship Terms and Conditions*



Fashion Your Future 2010 Rules

- The Art Institute of Pittsburgh and The Mall at Robinson reserve the right to disqualify displays not suitable for exhibition.
- Competition entrants must be a high school sophomore, junior or senior.
- Entrants **must submit official transcripts** at the time essays are submitted and have a minimum cumulative GPA of 2.0.
- Use of additional resources or funds beyond the \$300 stipend provided is strictly prohibited to ensure fairness and equal resources among the finalists.
- Receipts and spreadsheets are required to demonstrate proof that all materials used in the display were purchased within the \$300 budget provided and that no materials unrelated to the display were purchased with the budget allotment.
- You will be asked to sign a waiver stating that once you receive your \$300 budget stipend, if you are unable to complete the competition, all funds will be returned in full. If items have been purchased, it will be your responsibility to return those items to the place of purchase.
- The Art Institute of Pittsburgh will provide personal assistants enrolled in the Fashion & Retail Management program to assist you in producing your display on March 20.
- Electric power is available for your display and will be provided by The Mall at Robinson. Extension cords, ladders and tools necessary for the display will be provided by The Art Institute of Pittsburgh.
- Judges decisions are final.
- First Place winners from previous competitions are not eligible to compete in 2010.

For More Details:

Angela Jedrzejek: 412/291-6312
The Art Institute of Pittsburgh

Shema Krinsky: 412/788-0816
The Mall at Robinson

Key Dates

Monday, February 22: Deadline for entries

Friday, February 26: Finalists notified

Wednesday, March 3 at 4 p.m.: Mandatory finalists' meeting at The Mall at Robinson, Management Offices/Lower Level

Saturday, March 20: Fashion Your Future Event:
7:30 a.m.: Display creation begins
12:30 p.m.: Display creation complete and Competition Judging begins
2:00 p.m.: Awards Announcement

Scholarship Terms and Conditions

Tuition scholarships are non-transferable and may be applied only to enrollment at The Art Institute of Pittsburgh. Funds are distributed evenly over the term of a student's enrollment. In order to activate a scholarship, the student must complete the application and enrollment process through the college's Admissions Department. Students must begin their course of study at The Art Institute of Pittsburgh within six months of high school graduation. The scholarship is not redeemable for cash and may not be used to finance optional programs sponsored by The Art Institute of Pittsburgh. The scholarship covers tuition only and may not be applied against fees, housing, living expenses, or program supplies, and may not be transferred between affiliate schools of Education Management LLC. In the event education is terminated either by the student or The Art Institute of Pittsburgh, the scholarship becomes null and void; any future quarter scholarship dollars not used will be revoked and will not be available upon re-entry.