



Style Trial Official Rules

Fashion Stylist:

The Style Trial competition was created to seek out those individuals with true styling savvy. Many fashion stylists are trained in fashion design, fashion history and carry a high level of expertise in current fashion, but some simply have a strong aesthetic sense for pulling great looks together – that's who we are looking for.

A fashion stylist is responsible for the color, style and coordination of clothing, jewelry and accessories used in fashion photography, television and film productions, catwalk presentations and specialty events. It is a stylist's duty to have a good eye for things that look "hot and new" and be aware of what is current in fashion.

Think you have what it takes? Get the details below.

Competition Info:

The Style Trial competition will take place over a four week period beginning with a kick-off meeting September 15, 2010 and concluding with the final competition on Saturday, October 16, 2010.

Each week beginning September 15, 2010 contestants will be assigned a styling task. Each task will have a theme that the contestant must interpret and present to a panel of judges.

All looks must be completed by Wednesday at **5PM** of the following week for that week's photo shoot. Photos of each look will then be placed online at www.shopflaire.com for the public (a jury of your peers) to vote on.

Trials will then be held Saturdays at **5PM** where each contestant will present their look to the judges. Judges will then take into account the results from the jury (online vote) and determine who advances to the next week and who is named the winner of the week's task.

Four contestants will be eliminated the first week and three contestants will be eliminated the following week of competition. There will be three finalists competing in the last phase of competition. The last task will involve a fashion show and a live audience that will serve as the jury to assist the judges in determining the winner of the Style Trial.

Stylist Applicants:

The application process will begin August 1, 2010 and close September 10, 2010 at 11:59PM. From this process a separate panel of judges will determine the ten contestants that will compete. The judges will review the applicants experience level and their

response as to why they should be chosen for the Style Trial. The ten contestants will be notified on Sunday, September 12, 2010 that they have been selected for the Style Trial Competition. If chosen, the contestant must be present on Wednesday September 15, 2010 at **6:00PM** at Flaire for their task assignment. Failure to appear will disqualify them from the competition.

To apply visit www.shopflaire.com and download the application form.

Applicants can mail their completed forms to:

Flaire 407 E. Buffalo Street Milwaukee, WI 53202

or email them to info@shopflaire.com.

If selected as one of the contestants you must be available on the Wednesday evening and Saturdays during the competition period.

Eligibility:

Entrants must be legal Wisconsin residents who are 21 years of age or older.

Entrants may not be a professional stylist or have an extensive background in styling.

Entrants MAY be an employee of participating stores.

Official Rules:

Mall stores, national chains or retail establishments outside of the participating boutiques may not be used.

Contestants will be asked to submit a list of the pieces used for their look and from where they were provided.

Contestants may only select two items per store and must use more than two stores in their created looks. Contestants cannot create a look from a single store.

Contestants must use each store at least once.

****Just as professional stylists are responsible for the items they pull from stores, so will the contestants. A credit card guarantee will be required to be on file for any items that may be lost or damaged. Please take this into consideration when applying.****

Judging:

There will be an experienced panel of three judges who will determine the Style Trial winner. Judges are looking for Editorial looks such as ones featured in magazines like W, Harper's Bazaar and Vogue. Your looks may be as eccentric as you choose, but must follow the assigned theme. Contestants will be evaluated on the look they showcase, the items involved, creativity, relation to theme and overall ability to style. The contestants will also be subjected to a jury of their peers through online voting. Photos of each contestants look will be posted online on the Wednesday night of each week and voted on for 48 hours. The judges will take into account the outcome of the online vote. Each week the judges will determine a sole winner of the task of the week, which contestants are safe to continue on to the following week's competition and which contestants will be eliminated.

Models:

Each week models will be assigned to contestants to display their looks.

The models will be present at the Saturday assignments.

Prizes:

The Style Trial Winner (One Winner) will receive:

- Styling opportunity with M Magazine
- Styling opportunity with Flaire Boutique
- More to come...

Prizes cannot be redeemed for cash or substituted for any other items by the winner. The winner cannot assign or transfer prize. Sponsor reserves the right to substitute a comparable prize of like or greater value, for any prize, for any reason.

Sponsors are not responsible for error, omission, interruption, deletion, defect, and delay in operations, theft or destruction of entry materials, malfunctions of any kind, inaccurate transmission of or failure to receive entry, winner or other giveaway information by Sponsor or entrants for any reason whatsoever. Sponsors are not responsible for any injury to any entrant's or any other person's computer related to or resulting from playing or downloading any materials in the giveaway or for entries that are late, misdirected or incomplete. All entries become the property of Flaire, Ltd. and will not be returned. One total winner will be selected on Saturday, October 16, 2010 by the Style Trial judges from among the three remaining contestants.