



Style Trial FAQ's.

How are the finalists chosen?

All submissions will be reviewed by a panel of judges and sponsoring businesses to select the 10 finalists that will compete. Judges are evaluating the entrants' previous experience and responses as to why they should be chosen for this opportunity.

Who will be judging?

The judges will be local professionals from fashion, styling, media and business.

How are the finalists' looks displayed at the event?

All contestants will be provided with model(s) to dress in their looks for the judges. Each contestant will then appear in front of the judges with their model(s) to be evaluated.

How are the winners chosen at the event?

Winners are chosen by a combination of public voting and judges' ruling. Each week the contestants' looks will be photographed and put online for the public to vote for their favorite. This vote will then be combined with the evaluation of the panel of judges to determine the winner. Judges are looking for the individual who presented the most relevant look to the theme for the week. Creativity and presentation are key factors. Contestants will have the opportunity to defend their work to the judges during the trial portion of the competition.

As a contestant would I be responsible for all the goods used from a store?

Yes, as a professional stylist you would be held liable for damage to any items you borrow from a store therefore, that also applies here. We want to you get the full understanding of all the responsibilities of a professional stylist – the good and the bad.

Why do I have to submit a photo of myself?

Part of this competition involves online voting. A small bio will be created for each contestant so that the voting public can be aware of why you are interested in styling and your background. The photo simply puts a face with your name and bio.

Who do I contact for more information?

Contact Jenna Shultz, chair Milwaukee's Style Trial at 414-223-5100 or info@shopflaire.com