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Participating Brand/Designer/Boutique Guidelines & Expectations
for Orlando Fashion Week:

1. **Compliance**: All participants must adhere to the guidelines without exceptions. Please meet the requirements to avoid a request for corrections or removal from the showcase.

2**. Important Dates (TBA)**:
- **Casting**: Before Fashion Week, casting calls will be held on _____, ____, and ____ at _____ in Orlando. Participants should arrive at ____for set up and bring necessary items such as snacks or bagged lunch.
- **Fitting**: The official Fitting date is _____, allowing you to meet with your selected models.

3. **Fittings**: Brands/Designers/Boutiques and selected models are encouraged to attend designated fittings/rehearsals. Brands/Designers/Boutiques should bring the necessary items for accurate fittings and communicate specific requirements to the models. Fittings are for alterations, and last-minute adjustments should be avoided.

4. **Dress Code**: Brands/Designers/Boutiques are expected to represent themselves and their line with unique and trendsetting styles. Garments for models should be clean, show-ready, and appropriately fitted. Brands/Designers/Boutiques are responsible for their garments, and any lost or stolen items are not the responsibility of Orlando Fashion Week or Fierce Entertainment.

5. **Repair Kit**: Brands/Designers/Boutiques are encouraged to have a repair kit on hand to address minor tears or garment issues during the show. The suggested items for the kit include safety pins, measuring tape, double-stick tape, nipple covers, scissors, needle and thread, thimble, pedi socks, and a lint roller.

6. **Hair and Makeup**: Brands/Designers/Boutiques can discuss their collections with the Orlando Fashion Week team in collaboration with Aveda Institute Orlando for hair and makeup ideas. A uniform look may be created for all Brands/Designers/Boutiques for larger shows. If you plan on working with your hair and/or makeup team, notify the Orlando Fashion Week team to ensure that designated looks are followed.

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7. **Models**: Brands/Designers/Boutiques should ensure that garments are age-appropriate and properly fitting for the assigned models. An alternative arrangement should be made if a model does not show up or a garment does not fit. All participating models must complete the Model Application and Registration process, including an admin fee.

8. **Garments**: Brands/Designers/Boutiques should showcase well-crafted garments that reflect their pride and attention to detail. Unfinished hems, loose threads, or hot glue remnants should be avoided. Quality should take precedence over quantity, and fabric selection should be varied to maintain audience interest.

9. **Ticketing and Registration**: Brands/Designers/Boutiques must complete the Orlando Fashion Week website registration form to receive confirmation and additional details.

10. **Backstage**: Organizational measures, such as labeling garments with the model's name and walk order number, will facilitate smooth operations backstage. Brands/Designers/Boutiques are encouraged to bring garment racks and mirrors for efficient changing.

11. **Restricted Areas and Access**: Restricted areas are limited to participating models, one registered designer, and their assistant. Guests, family members, friends, associates, and clients of Brands/Designers/Boutiques will not be granted access to these areas. Pre-show access and early entrance will only be granted to authorized personnel and individuals with verified credentials.

12. **Service Providers**: Only authorized service providers, such as hair stylists, makeup artists, bloggers, interns, photographers, and videographers, approved by Orlando Fashion Week and Fierce Entertainment Management, LLC, will be granted access to restricted areas. Entrance will be denied to unauthorized individuals without tickets.

13. **Video & Photography**: Official registered photographers and select pre-approved media outlets are allowed to capture photography and videography during the fashion show areas and backstage.