

- I DID IT MY WAY! - Romanian Fashion Film Award – First Edition

Increasing visibility of Romanian designers abroad

The International Trade Centre (Geneva, Switzerland), in cooperation with the Ministry for SME's, Trade, and Business Environment of Romania, and other associated partners are pleased to invite you to participate to the **Romanian Fashion Film Award – First Edition**.

International recognition and promotion is part of the business when it comes to becoming a successful designer, but it also requires a lot of investment before seeing the much wanted results. Today we offer the opportunity to Romanian talented designers to get international acknowledgement in countries where they could never exhibit their creations or run promotions by themselves. Get international exposure by presenting a video clip with your creations in our designers' competition!

Why to participate?

- Prizes include free booths in international fairs, gifts and promotional supports;
- The selected designers' video clips will be put on a DVD and distributed to buyers and media worldwide by the Romanian Embassies abroad.

Who can participate?

All Romanian designers running a brand since at least 4 seasons can participate (proof is required that creations have been already delivered at least during three seasons to retailers). Send in a video clip of up to 3 minutes (no fashion show presentation!) for the competition.

The jury wants to see:

**A style easy to recognize
Creative presentation
And good music!**

How will the winners be announced?

Beginning of December an international jury will meet in Bucharest and select the winners for the special prizes. The DVD with designers' video clips will be launched at a reception event, with representatives from fashion world, media and the Romanian government.

How to participate?

Please go to the website: www.internationaldesignersnetwork.com or www.portaldecomert.ro and click on the banner Romanian Fashion Film Award in order to go to registration.

Complete and submit the registration form to:

Ms. Sabina Timco

International Trade Centre (ITC)

Email: timco@intracen.org

Fax: +41 22 730 0811 (if you send by fax, please alert by e-mail that a fax should be expected).

Tel: +41 22 730 0311

Deadline for registration: Wednesday, 30 September 2009.

Submit the video clip by post to:

Ms. Claudia Carillon

ITC International Consultant on Fashion Marketing in Romania

16 rue Pasteur , 92140 Clamart / France

Tel : 33 1 4601 9166 ; Fax : 33 1 4601 9299

Deadline for arrival of video clips: Friday, 30 October 2009.

For technical details related to the clips please contact Ms Claudia Carillon (carillon@club-internet.fr).

The competition will be held on the condition that a sufficient number of designers participate.

Associated partners:

