

# Charleston Fashion Week®'s Model Search FAQ

**Q: How do I apply to be considered for the 2012 Charleston Fashion Week® (CFW) Model Search and what is the deadline to apply?**

**A:** Applicants must first read through this FAQ thoroughly and then complete an online application in 3 easy steps:

1. Fill out and complete the application
2. Upload a head shot and a full body shot
3. Submit your application

Deadline to apply is based on city selection. See below for detailed information.

**[NOTE: Partial information does not save to the Charleston Fashion Week® system. Only after a model has clicked the SAVE button at the end of the application will complete submissions be made. Models are encouraged to save and back up information.]**

**Q: What qualifications must applicants possess in order to be considered for the Model Search?**

**A:** There are no age restrictions or required experience for the Charleston Fashion Week® Model Search (those under 18 must have parental/guardian permission to apply).

Female models **MUST** be at least 5'7" tall (without heels) and male models **MUST** be at least 5'10" tall to qualify.

**[NOTE: Height will be checked at each casting call. Models under the height requirement will not be allowed to audition at the casting call.]**

**Q: What is the deadline for submitting my application?**

**A:** Models are required to submit an online application based on the city they select to cast in. Deadlines by city are as follows:

- **Charleston Casting #1 - Applications must be submitted by Friday, September 9, 2011 at 11 p.m. EST. Model Casting will be held at the Charleston Harbor Resort and Marina located at 20 Patriots Point, Mt. Pleasant, SC, 29464 on Saturday, September 24, 2011.**

- **Charleston Casting #2 - Applications must be submitted by Friday, October 7, 2011 at 11 p.m. EST.** *Model Casting will be held at the Charleston Harbor Resort and Marina located at 20 Patriots Point, Mt. Pleasant, SC, 29464 on Saturday, October 22, 2011.*
- **Atlanta Casting - Applications must be submitted by Friday, October 7, 2011 at 11 p.m. EST.** *Model Casting will be held at the Art Institute Atlanta-Decatur, located at One West Court Square, Suite 110, Decatur, GA, 30030 on Saturday, October 29, 2011.*
- **Charlotte Casting - Applications must be submitted by Friday, October 28, 2011 at 11 p.m. EST.** *Model Casting will be held at the Art Institute of Charlotte located at 3 Lake Pointe Plaza, 2110 Water Ridge Parkway, Charlotte, NC, 28217 on Saturday, November 12, 2011.*

**Q: What if I miss the deadline to apply online in my hometown city? Am I still eligible to attend a casting call?**

**A:** To secure an audition in the city of your preference, models **MUST** submit an online application by the deadline date outlined above, based on that city. Models that wish to apply and cast in another city (other than their hometown) may do so, as long as they meet the required deadline date for submission. Models are responsible for travel to/from the location they select, and any other monetary responsibilities, including meals and lodging.

An open casting call will be held in each city for models that missed the online application deadline. However, this does not guarantee you will be seen. Secured auditions are only guaranteed to those who submit online by the deadline. Prior to the open casting, applications will be on hand for models to fill out at 2pm in each city.

***Models MUST come prepared to complete the application including all measurements. Incomplete applications will not be accepted and models will not be seen by CFW.***

**[TIP: We anticipate a high volume of models and recommend submitting your application online to secure an audition time.]**

**Q: If I am selected for a casting call, when/how will I be notified?**

**A:** All applicants will be informed via email and/or phone at least one week prior to the casting call date if selected to attend. The email confirmation will include: the date and location of the casting call and an assigned time to register. **(Date and time are at the sole discretion of CFW and based on your casting selection on the application.)**

**[TIP: Mark your calendar in advance with the date you selected on the application to ensure your availability for a casting.]**

**Q: What should I bring to the casting call?**

**A:** All models are required to bring a copy of the email outlining the casting call invitation including the location, date and registration time.

**[TIP: Your wait time could be long. We recommend you bring something to read, a snack, and bottled water.]**

**Q: What do I need to wear to the casting call?**

**A:** Dress is casual. Women should wear form-fitted clothing, little to no makeup, hair pulled back and you **MUST** have heels to walk in. Men should wear fitted pants and a fitted t-shirt, with hair brushed away from the face.

**[NOTE: Women will NOT be seen without heels and layers of clothing will NOT be allowed in the audition room. Also, all models selected at the casting call will have a head shot and full body shot photographed for the 2012 CFW model book at this time.]**

**Q: If selected for the 2012 Charleston Fashion Week® model book, when/how will I be chosen to walk in a runway show?**

**A:** Models selected for the model book are not guaranteed participation in a runway show. The 2012 CFW model book will be presented to all featured retailers and designers for selection. Models will be notified of final selections via email and/or phone by Friday, January 20, 2012.

**Q: If selected for the 2012 Charleston Fashion Week® model book, what time commitment requirements will there be?**

**A:** Each model **MUST** attend three (3) rehearsals. Mandatory model rehearsal dates are **Saturday, January 21, 2012** at the Charleston Harbor Resort and Marina in Mt. Pleasant, South Carolina, and **Monday, March 19, 2012** at the CFW tents in Marion Square. Models are

required to attend an additional rehearsal in the city of their choice. Location and dates are as follows:

- **Charleston Rehearsal - Saturday, December 3, 2011**, Charleston Harbor Resort and Marina, Mt. Pleasant, South Carolina. *(Assigned time block to be sent at a later date and at CFW's sole discretion)*
- **Charlotte Rehearsal - Saturday, January 28, 2011***(Exact location to be determined; assigned time block to be sent at a later date and at CFW's sole discretion).*
- **Atlanta Rehearsal - Saturday, February 11, 2012**, Art Institute Atlanta-Decatur *located at One West Court Square, Suite 110, Decatur, GA, 30030 (Assigned time block to be sent at a later date and at CFW's sole discretion)*

Models not in attendance at both mandatory rehearsals and the additional rehearsal of their choice will immediately be disqualified from participating in the Rock the Runway Competition.

If selected by a retail store, models are required to attend an in-store fitting Sunday, January 22, 2012, the same weekend as the first mandatory model rehearsal. Models cast for more than one show are required to attend a fitting for each store. Final fittings will take place as needed and are at the sole discretion of the retailer.

Models selected by an Emerging or Featured Designer are required to attend casting(s)/fitting(s) beginning Sunday, March 19 – Friday, March 23, 2012 *(Exact date and time are at CFW and designer's sole discretion. Location to be determined at a later date).*

During the week of Charleston Fashion Week<sup>®</sup> models are required to be at the tents as early as **3 p.m., Tuesday, March 20 - Saturday, March 24, 2012 for evening runway presentations, and as early as 6 a.m. on Saturday, March 24, 2011 for the Spring Bridal Show.**

**[TIP: Mark your calendar in advance with the rehearsal and fitting dates above to ensure your availability.]**

**Q: Is there a financial obligation to participate as a model? If so, what will my monetary commitment be?**

**A:** Charleston Fashion Week<sup>®</sup> does not require a fee to apply. However models are responsible for any and all costs associated with castings and rehearsals, including parking fees. Week of

CFW, models are also responsible for their own travel to/from Charleston (see details below), transportation to/from runway tents, and meals.

**Q: If selected to model in a runway show(s), will travel to/from Charleston and accommodations in Charleston be provided?**

**A:** If you are based outside the Charleston, South Carolina area, you are responsible for your travel to/from Charleston. Once here, lodging will be provided for out-of-town models the evening of Monday, March 19, plus each night you are selected for a runway show presentation.

***NOTE: Any guest(s) of the model are responsible for their own lodging and transportation. An exception will be made for models under the age of 18.***

**Q: How many Charleston Fashion Week® attendees will see me walk the runway?**

**A:** More than 7,000 people attended Charleston Fashion Week® 2011, including buyers, store owners, model scouts, and fashion industry professionals. Charleston Fashion Week® attracts local, regional, and national press attention.

**Q: What press coverage does Charleston Fashion Week® typically receive?**

**A:** Charleston Fashion Week® 2011 generated more than 19 million media impressions through the activation and support of local and national media to include reporters, bloggers, photographers, editors, and journalists. CFW 2011 press highlights include event coverage by [Today.com](#), *ELLE* magazine, *Post & Courier*, *Sophisticated Living*, Fashion Wire Press, *Quest* magazine, *New York Social Diary*, etc. More than 160 credentialed media are onsite to cover and report the events of the week. To review past CFW press releases and event coverage visit the media tab of [www.charlestonfashionweek.com](http://www.charlestonfashionweek.com).

**Q: What models that walked at Charleston Fashion Week® in seasons past have gone on to successful ventures?**

**A:** Several models that graced the CFW runway have gone on to sign with some of the country's top agencies, modeled for national and international designers, and audition for television shows like *America's Next Top Model*.

Megan Scott has been signed in New York City by Ikon Model Management and appeared in the April issue of *Seventeen* magazine.

Following her stint at CFW 2010, Phoebe Guest walked at Mercedes-Benz Fashion Week Swim in Miami Beach and has signed an exclusive three-year contract with Ford Models.

Since walking in Charleston Fashion Week® 2010, 23-year-old Molly O'Connell went on compete on CW's, *America's Next Top Model*. The Charleston native finished up as the runner up in the prime time show and now will be relocating to New York to pursue modeling full time.

**Q: Are there any additional incentives for being a model at CFW?**

A: All models selected to participate in a 2012 Charleston Fashion Week® runway show will receive the following:

- Gift bag valued at more than \$500
- Recognition on the 2012 CFW website
- Visibility in front of fashion industry leaders

## **Charleston Fashion Week® 2012 *Rock the Runway Competition* FAQ**

**Q: What is the difference between the Charleston Fashion Week® *Model Search* and the *Rock the Runway Competition*?**

A: The model search is open to all applicants that apply for a casting call as outlined above. The Rock the Runway Competition which was added in 2010 to further support and showcase a community of up-and-coming model talent, is only open to those models that are booked by a CFW designer or retail participant for a CFW runway show.

**Q: What is the selection process to compete in the Rock the Runway Model Competition?**

A: Only models booked for a runway show will be eligible for the competition. This does not guarantee a model will advance as a finalist. Selection for the Competition is based on industry criteria including appearance, listening, poise, professionalism, and timeliness by a runway panel of experts that use a point system to keep track of each model's performance.

The point system works as follows:

One point is given to each model for every runway show that he/she is selected to participate in. Models receive an additional point each time they are selected by a runway participant as their top model.

Each runway participant (includes retailers, Emerging and Featured Designers) selects up to two (2) models. Next, models are narrowed down to the top twenty (20) as determined by the amount of points earned, as well as the model criteria.

Finally, overall performance is reviewed for each of the top twenty (20) semifinalists during the course of CFW, including rehearsals and fittings, to narrow it down to the Top 10 finalists – five (5) female and five (5) male models.

**Q: When are models notified if they are selected as a Top 10 finalist? When is the Grand Prize Winner for the Charleston Fashion Week® 2012 Rock the Runway Model Competition announced?**

**A:** The Top 10 finalists for the Competition will be notified following the mandatory model rehearsal on Monday, March 19, 2011. Finalists then compete in the Rock the Runway Competition on Friday 23, 2012 at Charleston Fashion Week®, with the Grand Prize Winners being announced at the end of the evening

**Q: What successes have past Rock the Runway finalists experienced following the competition?**

**A:** Chelsea Rollins landed a Top 10 finalist spot in the CFW 2010 Rock the Runway Competition and has since been pursuing a busy modeling career including shows during New York Fashion Week. In addition, Chelsea won a top model contest with Alice + Olivia that earned her a spot on the label's official New York Fashion Week runway and a major photo shoot.

Female winner of the CFW 2010 Rock the Runway Competition, Caroline DeBruhl, has since signed with IMG, the world's number one international model management firm.

Antwun Whitney, male Winner of the 2010 Competition, appeared in *Charleston* magazine's fashion feature in September 2010. Most recently, he was signed to an agency in New York and will be moving there this summer to pursue his modeling career full-time.

Since being crowned the winner of the 2011 Rock the Runway Competition, Ajang Majok has been signed by an agency in New York City, walked for Oscar de la Renta resort, and was featured in the Gilt Groupe's online campaign.

**Q: If selected as the Grand Prize Winner, what does the prize package include?**

**A:** The Grand Prize Winner (one male model & one female model) will receive \$1,000 cash, promotion on the Charleston Fashion Week<sup>®</sup> website, beauty gift basket compliments of The Cos Bar of Charleston, and additional prizes to be announced at a later date.

**Q: During what time frame must the winner redeem his/her prize?**

**A:** Cash prize will be given on Friday evening after the Grand Prize Winners are announced. Grand Prize Winners will be promoted on the CFW website following the announcement. Beauty basket will be given on Saturday following the conclusion of the Fashion Finale.

**Q: If I am experiencing technical difficulties uploading images or submitting my application, who do I contact?**

**A:** You can contact our website director via e-mail at [rory@charlestonmag.com](mailto:rory@charlestonmag.com).

**Q: If I still have questions after reviewing the above about the Competition, who do I contact?**

**A:** You can contact the CFW Model Liaison via e-mail at [cfw2012@charlestonmag.com](mailto:cfw2012@charlestonmag.com).