



THE ART INSTITUTES
PASSION FOR FASHION
COMPETITION



WITH MY PASSION
FOR FASHION
I WILL CREATE_____.



SHOW US, AND YOU COULD EARN A FASHION SCHOLARSHIP

IN FASHION DESIGN OR FASHION MANAGEMENT

The fashion industry thrives on fresh ideas. You're always looking for outlets to express your love of style. We want to reward high school seniors who live for their creativity. That adds up to one beautiful opportunity.

The Art Institutes Passion for Fashion Competition is your chance to unleash your passion on the world of fashion. And to create a tomorrow where you're making a living doing what you love.

You could earn up to a half-tuition scholarship to enroll in a fashion degree or diploma/certificate program at an Art Institutes school, plus a VIP trip to New York City, including:

- A "meet and greet" at the *Seventeen* Magazine offices
- Lunch and a \$500 shopping spree at DKNY with a *Seventeen* Style Pro
- A \$500 gift card to shop anywhere in the Big Apple

GET THE RULES. ENTER THE COMPETITION. CREATE YOUR TOMORROW.

Winners will be selected in two categories: FASHION DESIGN and FASHION MARKETING & MERCHANDISING AND RETAIL MANAGEMENT. Enter the category that fits your passion by January 20, 2012. Submit your entry to any of The Art Institutes schools offering a fashion program. Local winners will be notified on or around February 17, 2012. National winners will be notified on or around March 16, 2012.

You can learn more, including complete official rules, entry requirements, and school addresses, at **artinstitutes.edu/passion4fashion**.

2011 WINNERS



As winners of The Art Institutes Passion for Fashion Scholarship Competition 2011, Mollie Bradford and Shayla Harris were recognized for taking their fashion talents to the next level. In addition to earning scholarship money toward an Art Institutes fashion education, they had the exciting opportunity to attend a VIP trip to New York City and meet with staff from *Seventeen Magazine*.

ENTRY & RELEASE FORM

(Select one) ☐ Fashion Design ☐ Fashion Marketing & Merchandising and Retail Management

By signing this Entry & Release Form, I acknowledge that I have read and understood the official rules and regulations for The Art Institutes Passion for Fashion Competition 2012 and agree to abide by them. I represent that the attached work qualifies for submission into this Competition. I hereby irrevocably give my consent to The Art Institutes International, LLC ("The Art Institutes"), and to those it may authorize, to photograph, film, and/or videotape me and/or my artwork, and to quote and record statements made by me and to use, reproduce, publicly display, distribute, sell, and/or create derivative works from my image, images of my artwork, and statements made by me (with or without my name) and to identify me by name and/or with school and employment information, in all forms of media now known or later developed, including, without limitation, on the Internet, for any editorial, promotional, advertising, trade, commercial, or other purpose whatsoever, in perpetuity throughout the world. I understand that The Art Institutes and those it may authorize shall not be responsible for unauthorized duplications/use by third parties on the Internet or otherwise. I hereby release The Art Institutes, those it has authorized, and their respective successors and assignees, from any and all claims and/or damages that may arise regarding the use, reproduction, display, distribution, and/or sale of my image or images of my artwork, or statements made by me as consented to herein, including any claims of defamation, invasion of privacy or infringement of moral rights, rights of publicity, or copyright.

By signing this form, I certify that any work submitted is original and mine alone and that I have the right to grant the permissions herein granted. I have read and understood this form.

Submit this form with your entry requirement materials to The Art Institutes school you plan to attend and that you wish to represent in the competition. If you advance to the national competition, your entry will not be returned. Other entries will be returned by request only.

Signature _____ Date _____

How did you learn about this competition?

☐ At an Art Institutes school ☐ From an Art Institutes high school representative
☐ From a newspaper article ☐ From The Art Institutes website
☐ From *Seventeen* Magazine ☐ Other

Name _____

School of Interest _____

Address _____

City _____ State/Province _____

Zip/Postal Code _____ Home Phone (_____) _____

Email _____

If under 18, signature of parent or guardian is also required.

Parent/Guardian Name _____

Parent/Guardian Signature _____

Office Use Only

Source Code SCHOL _____ Date Received _____

Department _____ Entry No. _____

ADA# _____ Place No. _____

Accepted Date _____ HS Rep Source Code _____

PARTICIPATING LOCATIONS

ARIZONA

The Art Institute of Phoenix^{FM}
1.800.474.2479

The Art Institute of Tucson^{FD/FM}
1.866.690.8850

BRITISH COLUMBIA

The Art Institute of Vancouver^{FD/FM}
1.866.717.8080

CALIFORNIA

The Art Institute of California—Hollywood^{FD/FM}
1.877.468.6232

The Art Institute of California—Inland Empire^{FD/FM}
1.800.353.0812

The Art Institute of California—Los Angeles^{FD/FM}
1.888.646.4610

The Art Institute of California—Orange County^{FD/FM}
1.888.549.3055

The Art Institute of California—Sacramento^{FM}
1.800.477.1957

The Art Institute of California—San Diego^{FD/FM}
1.866.275.2422

The Art Institute of California—San Francisco^{FD/FM}
1.888.493.3261

The Art Institute of California—Sunnyvale^{FM}
1.866.583.7961

COLORADO

The Art Institute of Colorado^{FD/FM}
1.800.275.2420

FLORIDA

The Art Institute of Fort Lauderdale^{FD/FM}
1.800.275.7603

The Art Institute of Jacksonville^{FM}
A branch of Miami International University of Art & Design
1.800.924.1589

The Art Institute of Tampa^{FM}
A branch of Miami International University of Art & Design
1.866.703.3277

Miami International University of Art & Design^{FD/FM}
1.800.225.9023

GEORGIA

The Art Institute of Atlanta^{FM}
1.800.275.4242

The Art Institute of Atlanta—Decatur^{FM}
A branch of The Art Institute of Atlanta
1.866.856.6203

ILLINOIS

The Illinois Institute of Art—Chicago^{FD/FM}
1.800.351.3450

The Illinois Institute of Art—Schaumburg^{FD/FM}
1.800.314.3450

The Illinois Institute of Art—Tinley Park^{FM}
1.877.342.3298

INDIANA

The Art Institute of Indianapolis^{* FD/FM}
1.866.441.9031

OVERVIEW OF ENTRY REQUIREMENTS

Fashion Design Category

- Completed Entry & Release Form (available in this brochure).
- A high school transcript showing a minimum 2.0 GPA. You must be a high school senior scheduled to graduate in 2012.
- A short essay (600 words or less) outlining why your fashion entry is unique/innovative and explaining your interest and motivation for a career in fashion.
- A finished, originally designed eveningwear garment product in women's size 8 or men's size 40.
- A process book which serves as your design process summary, from original idea to finished product.

Fashion Marketing & Merchandising and Retail Management Category

- Completed Entry & Release Form (available in this brochure).
- A high school transcript showing a minimum 2.0 GPA. You must be a high school senior scheduled to graduate in 2012.
- A finished and original Fashion Marketing & Merchandising and Retail Management product or plan in one of the following three categories:
 - Merchandising of a fashion product line or brand
 - Marketing of a fashion product line or brand
 - Store concept
- A written description of your product or plan (minimum of 600 words).

Be sure to read the official rules at artinstitutes.edu/passion4fashion for complete entry requirements.

KANSAS

The Art Institutes International—Kansas City^{FM}
1.866.530.8508

MASSACHUSETTS

The New England Institute of Art^{FM}
1.800.903.4425

MICHIGAN

The Art Institute of Michigan^{FM}
1.800.479.0087

The Art Institute of Michigan—Troy^{FM}
1.888.542.2900

MINNESOTA

The Art Institutes International Minnesota^{FM}
1.800.777.3643

NEVADA

The Art Institute of Las Vegas^{FM}
1.800.833.2678

NEW YORK

The Art Institute of New York City^{FD/FM}
1.800.654.2433

NORTH CAROLINA

The Art Institute of Charlotte^{FM}
1.800.872.4417

The Art Institute of Raleigh—Durham^{FM}
1.888.245.9593

OHIO

The Art Institute of Ohio—Cincinnati^{** FM}
1.866.613.5184

OREGON

The Art Institute of Portland^{FD/FM}
1.888.228.6528

PENNSYLVANIA

The Art Institute of Philadelphia^{FD/FM}
1.800.275.2474

The Art Institute of Pittsburgh^{FD/FM}
1.800.275.2470

The Art Institute of York—Pennsylvania^{FM}
1.800.864.7725

SOUTH CAROLINA

The Art Institute of Charleston^{FM}
A branch of The Art Institute of Atlanta
1.866.211.0107

TENNESSEE

The Art Institute of Tennessee—Nashville^{FM}
A branch of The Art Institute of Atlanta
1.866.747.5770

TEXAS

The Art Institute of Austin^{FM}
A branch of The Art Institute of Houston
1.866.583.7952

The Art Institute of Dallas^{FD/FM}
A campus of South University
1.800.275.4243

The Art Institute of Fort Worth^{FM}
A campus of South University
1.888.422.9686

The Art Institute of Houston^{FD/FM}
1.800.275.4244

The Art Institute of Houston—North^{FM}
A branch of The Art Institute of Houston
1.866.830.4450

The Art Institute of San Antonio^{FD/FM}
A branch of The Art Institute of Houston
1.888.222.0040

UTAH

The Art Institute of Salt Lake City^{FM}
1.800.978.0096

VIRGINIA

The Art Institute of Virginia Beach^{*** FM}
A branch of The Art Institute of Atlanta
1.877.437.4428

The Art Institute of Washington^{*** FM}
A branch of The Art Institute of Atlanta
1.877.303.3771

The Art Institute of Washington—
Northern Virginia^{*** FM}
A branch of The Art Institute of Atlanta
1.888.627.5008

WASHINGTON

The Art Institute of Seattle^{FD/FM}
1.800.275.2471

WISCONSIN

The Art Institute of Wisconsin^{FM}
1.877.285.4234

To learn more about the fashion programs offered at the school you are interested in, visit artinstitutes.edu/passion4fashion.

FD School accepting entries for the
Fashion Design category

FM School accepting entries for the Fashion
Marketing & Merchandising and Retail
Management category

See aiprogams.info for program duration, tuition, fees, and other costs, median debt, federal salary data, alumni success, and other important info.

Sponsor is not responsible for any lost, stolen, or incomplete entries. You may only enter the Competition at one Art Institutes school and may only submit one entry into the Competition. All decisions made by Sponsor and judges are final and may not be disputed.

The Art Institutes is a system of over 45 schools throughout North America. Programs, credential levels, technology, and scheduling options vary by school. A range of online course opportunities is available. Several institutions included in The Art Institutes system are campuses of South University.

* The Art Institute of Indianapolis is regulated by the Indiana Commission on Proprietary Education, 302 W. Washington St., Rm E201, Indianapolis, IN 46204. AC-0080

** The Art Institute of Ohio—Cincinnati, 8845 Governors Hill Drive, Cincinnati, OH 45249-3317, OH Reg # 04-01-1698B

*** Certified by SCHEV to operate in Virginia

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Administrative Office:
210 Sixth Avenue, 33rd Floor
Pittsburgh, PA 15222-2603