

Model application and information Sheet

Dear contestants,

Thank you for applying for the “**search for a swimwear model**” competition. We are looking for beautiful and sexy local girls to promote the April Marie swimwear brand in our local environment. We are a successful swimwear company Australia wide and overseas, and would like to find a fresh faced local girl to feature in our 2011 look book and catalogue.

We are after a high fashion looks, and a warm and friendly personality. We are presenting the casting in the form of a competition to discover new talent in a professional environment. We want to see your confidence and how you work in front of the camera and on the catwalk.

Davey’s is a sophisticated function centre / restaurant and night venue, they pride themselves on good behavior from patrons and are extremely selective on customers through their doors.

This is a live venue competition and the theme is high fashion, as April Marie Swimwear is a high fashion swimwear label.

Local and mainstream media, Unseen fashion TV, and photographers will be covering the event. All coverage will be made available to you for your show reels and comp cards within eight weeks of the event.

This competition will consist of two categories:

Catwalk in swimwear- First heat Thursday the 10th of December

You provide your own swimsuit in plain colors only

Catwalk in glamorous summer outfit- Finals Saturday 12th of December

You provide your own “summer style” garment of your choice at the Saturday heat

And girls making who proceed to the final on Saturday will then be provided an April Marie swimsuit.

All girls who sign up at registration on the Thursday night will receive a number will participate in the first heat.

The first finalists making it to Saturdays heats and finals will be announced at midnight Thursday the 10th.

All finalists making it to Saturday night will be judged on swimwear (April marie swimsuit provided) and also catwalk on the runway (please wear your own summer glamour outfit) for this event and we suggest you arrive in this outfit.

Some girls will be selected to participate in a live photo shoot with some vintage cars at 8pm on Thursday and Saturday competitions; you will be given all photos from this shoot.

Photographers and media and Unseen TV will be positioned at the end of the runway, you will be given all photos from the evening for your portfolios. A discount voucher for April Marie swimwear will be given to all participants

You will need to come with your own hair and makeup on both nights; however hairdressers and makeup artists will be available for minor touch ups. Please don't bring valuables as they cannot be secured by staff on the night.

You need to RSVP to the Casting and First heat to sales@aprilmarieswimwear.com.au as early as possible, also if you aren't associated on starnow.com you will need to send in a photo of yourself.

You will need to be at Davey's entrance, for registration and number allocation at 8pm sharp Thursday 10th of December. You will be given instructions for the evening and a brief choreography for the competition at registration.

We suggest you practice your posing on the catwalk (go to www.aprilmarieswimwear.com.au "news and events" and view the Rosemount Fashion Week and Swim Fashion Week videos for tips on catwalk etiquette.

All legal terms and conditions of the competition will be set out in the down loads page 1st of December, and you will be required to sign at time of registration on the night of Thursday the 10th of December.

I wish you all good luck and thank you for participating in this event.

April Marie

sales@aprilmariswimwear.com.au

www.aprilmarieswimwear.com.au

Search for a Swimwear Model

BY

April Marie
S W I M W E A R

We are searching for a new and upcoming fresh face to feature in the April Marie Swimwear 2010 Catalogue. The Winner will also open the Swim Fashion Week at Sanctuary Cove on the Gold Coast in February.

The live preliminary heat and Casting for Catwalk and swimwear competition will take place at **Daveys Frankston** on Thursday Evening December the 10th, 8pm. The final will be on Saturday Evening December the 12th, 9pm

The top 40 contestants will battle it out over an evening of fun and entertainment in front of a live audience. FashionTV, UnseenTV, local and mainstream media will be covering the event.

For casting call and event information go to News and events page

www.aprilmarieswimwear.com.au

Businesses wishing to be involved please contact our Head Office at

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Mobile : 0425 742 775

sales@aprilmarieswimwear.com.au

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Australian Grown

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