

Rules & Regulations

Event: Visual Merchandising Competition

(To visually display the product)

Brief: The students (in a **group of five**) will be allotted a space where they have to visually display the products in a **Window**.

Theme: Echo Fashion/Green Fashion/Slow Fashion

You are required to bring the following for the Window Display:

- A concept note with the Interpretation of the theme and details such as products and target market (300 to 500 words).
- Colored hard copy of A3 Size mood board depicting your theme.
- Computerized or manual drawing of the Window showing the products, props & other materials
- Costing sheets need to be attached in excel format along with the concept note
- Bring receipts along with the costing sheets.

Guidelines and Rules for the Window Display:

- Budget of the Window display should not exceed Rs. 5000/-
- All designs must be original
- Window Size should be restricted to 3ft * 6ft
- Dress forms, frames and table will be provided by Pearl. However, you may use Live Mannequin in case required.
 - Frame Dimensions (Height: 84.5 inches, Width: 71.5 inches, Depth: 36 inches)
 - Table Dimensions (Length: 29.75 inches, Width: 17.75 inches, Height: 29.5 inches)



FRAME



FRAME WITH TABLES



TABLE: FRONT AND SIDE VIEW

- Stationary and other required material need to be arranged by self.
- Inflammable materials are not allowed
- Extension cord can be brought by the students if required.
- Total time for implementation of the Window: 4 Hours

Criteria for Judgment:

- Clarity of the Concept / Idea
- Mood Board Presentation
- Drawing of the Window
- Originality
- Neatness of the Display

Awards:

- Top 3 teams will be awarded
- Decisions of the judges will be final.