



**PROCEDURE**  
**of the competitive selection of designers-participants in Florida Men's Fashion Week**

**1. General Provisions**

1.1. This Procedure defines the rules for selecting participants-designers to participate in Florida Men's Fashion Week (hereinafter- Procedure).

Florida Men's Fashion Week is held twice or once a year (in fall/spring). Exact dates are determined 3 months before the fashion week and are announced in the media, as well as on the official websites and social media accounts of Florida Men's Fashion Week, [www.fmensfw.com](http://www.fmensfw.com)

Designers-participants (hereinafter referred to as Applicants) must meet the following criteria:

- 1.1.1. Availability of a produced collection (at least 10 Looks);
- 1.1.2. An officially registered legal entity.
- 1.1.3. The Applicant has a clear DNA and brand concept.

**2. The order of application acceptance and review**

2.1. To participate in the competitive selection, the Applicant shall submit an electronic Application in the form according to the site [www.fmensfw.com](http://www.fmensfw.com),

A screenshot of a web form titled 'DESIGNER APPLICATION' in white text on a black background. The form contains four input fields: 'Brand', 'Email', 'Instagram', and 'Site', each with a light gray placeholder text. Below these fields is a white 'SUBMIT' button.

2.2 with the attachment of electronic documents, links to which are indicated in the electronic application. An electronic application is formed by filling out an online application through the official website on the Internet information and telecommunication network.

2.2. Based on the results of receiving applications, an authorized employee of the fashion week, no later than after 3 business days, checks the compliance of the application, sends the requirements to the Applicant, as well as the full form.

After obtaining the full application form and the attached documents, following the requirements established by this Procedure, and checking the compliance of the Applicant with the criteria established

by clause 1.2 of this Procedure, the authorized employee of the fashion week sends the Application for further review by the jury members.

2.2.1. If the Application meets the established requirements and the Applicant meets the criteria established by clause 1.2 of this Procedure, the Applications, together with the attached documents, shall be sent to the jury members for evaluation of the Applications in accordance with the evaluation criteria established in Annex 2 to this Procedure, ranking of the Applications, and determination of the winners of the competitive selection no later than 2 business days after the end of the application submission period.

2.3. The personal composition and work procedure of the jury is established by the founder of the Florida Men's Fashion Week.

2.4. Requirements for jury members:

- 1) Minimum 5 years of experience in the fashion industry.
- 2) Minimum 5 years of experience in a leadership role.
- 3) Recognition at a national or international level in the fashion industry.
- 4) Media coverage of the judges.
- 5) Experience in judging designer selections at similar fashion weeks.

2.5. The Jury evaluates and ranks the applications according to the respective values of the final score, assigning a serial number to each application.

2.6 The Jury reviews and makes an expert assessment according to the criteria established according to a point system for evaluating all application documents of Applicants. The Application with the highest final score is assigned the lowest ordinal number, with subsequent ordinal numbers assigned to the Applications sequentially in descending order of the final score. If several Applications have the same final score, the lowest ordinal number is assigned to the Application, submitted on an earlier date, and in case of the same date, to the Application submitted at an earlier time.

2.7 Upon completion of the review of the applications, a protocol on the results of the review of the applications is drawn up. The final protocol is signed by the General Producer of the Fashion Week. Information on the review results is sent personally by email to the Applicants.

2.8 The terms of participation in the program of the Florida Men's Fashion Week based on the results of the competition and the relationship between the parties are determined by a cooperation agreement concluded between the organization (Fashion Drive LLC) and the winner. The Organizer reserves the right to cancel or change the terms of the competition unilaterally with mandatory notification of the participants.

2.9 Participation in Florida Men's Fashion Week is granted to winners of the competitive selection.

### **3. Final provisions**

3.1 An Applicant, taking part in the competitive selection, confirms his/her voluntary consent to fulfill the requirements of these Regulations and gives the organizers of Florida Men's Fashion Wehe consent to the processing of personal data, collection, storage, use, distribution (transfer) and publication of the documents submitted for the Competitive Selection and after the Competitive Selection, including on the Internet.

**Valentina Varnavskaia, Founder  
Florida Men's Fashion Week**





**CRITERIA for  
scoring applications  
for participation in Florida Men's Fashion Week**

**Criteria for evaluation:**

- 1) Availability of a ready collection (15 looks);
- 2) The collection must meet haute couture quality standards.
- 3) Participant designers must have an active international business presence (at least 5 years);
- 4) Presence of publications about the participating designer in global media.
- 5) High-quality materials used in the presented collection.

Each criterion is rated from 1 to 0, where 0- does not meet the criterion, and 1- fully meets the criterion.

**The maximum number of points is 25.**

**Valentina Varnavskaia, Founder  
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09/01/2024  
7273368994**

A handwritten signature in blue ink, appearing to read 'V. Varnavskaia', is positioned to the right of the contact information.