

2015 PRIX DE **marie claire**

CALL FOR ENTRIES

RECOGNISING STYLE,
INNOVATION AND
OUTSTANDING EXCELLENCE



TEN YEARS OF PRIX DE *MARIE CLAIRE* & 20 YEARS OF *MARIE CLAIRE*

I am so pleased to announce the call for entries for the 2015 Prix de *marie claire* in what is already looking to be an amazing year for us.

The 2015 awards hold a special significance as we celebrate a double milestone next year: the 20th year of *marie claire* in Australia, and also the 10-year anniversary of the Prix de *marie claire* awards. Back in 2005, I had high hopes that the Prix de *marie claire* would be a special night for the Australian fashion and beauty industry, but I had no idea the awards ceremony would still be the hottest ticket in town a decade later. It's an event that we cherish as it's our chance to celebrate the best of the best and show our support for the fashion and beauty industries.

In this document, you'll find a Prix de *marie claire* entry form for you to fill out and return to us by **Friday November 7, 2014**. The finalists and winners (for certain categories) will then be selected by *marie claire*'s fashion and beauty teams. Some categories will be judged by our readers, in which case, winners will receive a special Readers' Choice Award.

The Prix de *marie claire* winners for 2015 will be announced at a glamorous ceremony early next year. The full list of finalists will appear on the *marie claire* website and winners will be published in the magazine.

Wishing you the best of luck in these exciting awards.



JACKIE FRANK
Publisher/Editor



AWARD CATEGORIES FOR ENTRY

FASHION

- 01** Best Australian Designer ~
- 02** Best New/Up-and-Coming Australian Designer
- 03** Best Australian Fashion Brand ~
- 04** Best Australian Accessory Brand ~
- 05** Best Australian Fine Jewellery Brand
- 06** Best Australian Boutique

BEAUTY

- 07** Best Fragrance ~
- 08** Best Make-up Product (splurge) ~
- 09** Best Make-up Product (steal) ~
- 10** Best Skincare Product (splurge) ~
- 11** Best Skincare Product (steal) ~
- 12** Best Haircare/Styling Product (splurge) ~
- 13** Best Haircare/Styling Product (steal) ~
- 14** Best Body Product (splurge) ~
- 15** Best Body Product (steal) ~
- 16** Best Australian Beauty Brand ~
- 17** Best Men's Fragrance
- 18** Best Men's Grooming Product

FASHION WITH HEART

19



For outstanding commitment to the community or the environment in either the fashion or beauty industry.

~ These categories are open to receiving a **Readers' Choice Award**.
Within the Beauty category, "splurge" products refer to prestige brands,
while "steal" products refer to more accessible brands.

HOW TO ENTER

- Fill out the entry form on the next page.
- Type your answers on a separate piece of A4 paper and staple to the entry form.
- On a CD or USB stick, include product shots and relevant logo as EPS and JPEG files.
- Send your entry to the address on the next page.
- If your entry is in the Beauty category, please send one product relevant to your entry.
- Products entered in this category must have launched on-counter between January 1, 2014 and January 1, 2015.
- If your entry is in the Fashion category, you will need to send in your look book.
- **Entries must be submitted to the address on the next page by Friday November 7, 2014.**

ABOUT THE JUDGES

Judges may recommend a special award if they believe one is warranted. Categories denoted by the ~ symbol are also open to judging for Readers' Choice Awards, which will be done through the magazine and *marie claire* online. The judges have the right to nominate entries in any category and introduce any new awards during the judging process if they feel they are warranted.

ABOUT THE PROCESS

After all entries have been received, they will be shortlisted and finalists will be notified. All finalists will be featured on the *marie claire* website and winners will be published in the magazine. All winners and finalists will have the right to use the 2015 Prix de *marie claire* associated logo on their product and for marketing purposes (subject to approval by *marie claire*). Please contact Michelle Kaplan for approvals on +61 2 9394 2352 or email marieclaireawards@pacificmags.com.au.

TERMS AND CONDITIONS

1. Information on "how to enter", "about the judges" and "about the process" forms part of the Terms and Conditions. 2. Submission guidelines are included to ensure that entrants present their work in the best possible light for the judges. 3. Products entered in a Beauty category must have launched on-counter between January 1, 2014 and January 1, 2015. 4. Entries may be withdrawn if they are not up to the standard required. 5. For questions regarding categories, contact Michelle Kaplan for assistance on +61 2 9394 2352 or email marieclaireawards@pacificmags.com.au. 6. Entries must be submitted by 4pm on Friday November 7, 2014. 7. Beauty finalists may be required to supply more products for the final judging process. 8. In regard to return of entries, *marie claire* cannot accept responsibility for loss of or damage to work submitted under any circumstances. While every effort will be made to keep those products marked "please keep", we cannot guarantee this will be possible. 9. Winners will be announced at a gala event to be held in early 2015. 10. The judges' decisions are final and no correspondence will be entered into.

ENTRY FORM

Please supply the following information, typed, on a separate piece of A4 paper and attach to the entry form:

1. Product name and category entered.
2. In 200 words or less, please state why you feel your entry warrants an award in this category.
3. If the entry is in the Beauty category, please include the product along with its RRP and on-counter date. In addition, please indicate if the product is a limited edition. Please note we will be accepting individual products only.

PLEASE COMPLETE IN FULL:

Full title of the category you are entering _____

Product and brand name (Beauty category) _____

Designer or brand name (Fashion category) _____

Company name _____

Address _____

Contact name _____ Title _____

Phone number _____ Email _____

Please nominate a person to accept the award:

Name _____ Title _____

PLEASE SEND ENTRIES TO:

2015 Prix de *marie claire*
Att: Bianca De Candia
Marketing Coordinator
Media City, 8 Central Avenue
Eveleigh NSW 2015
Ph: +61 2 9394 2345

MAKE SURE YOU HAVE INCLUDED:

- An entry form with answers.
- Answers to Part Two (top of this page) on a separate piece of paper.
- A press release about the product (optional for Fashion categories).
- High-resolution images of the product on a CD or USB (for Beauty entries) and logos as Adobe Illustrator EPS and JPEG files.
- One product (if your entry is in the Beauty category).
- A look book (if your entry is in the Fashion category).

CLOSING DATE FOR ENTRIES IS FRIDAY NOVEMBER 7, 2014.

Entry forms can also be downloaded from www.marieclaire.com.au