



**SUBMISSION DEADLINE : 22nd AUG.**

## **PAUL MECCANICO Fashion Contest Guideline**

### **Flow of the contest day**

1. **Select Your Bag:** Choose a bag from the PM website that you'd like to use for the fashion contest.
2. **Create Your Outfit:** Coordinate your own clothes with the bag you chose. Feel free to use accessories like hats and jewelry to create a unique outfit. Outfits with a specific theme or story, or those that are highly original, have a better chance of being selected by the judges, so be creative!

### **Flow of the contest day**

3. **Registration:** On the day of the contest, please gather at the PM shop to register. We'll give you the bag you selected, so be sure to show your participant number.
4. **Photo Shoot:** After you register, a photographer will take photos for the judges in Italy. It's a good idea to practice your best poses beforehand to make the shoot go smoothly.
5. **Move to the Arcade:** Once the photo shoot is done, we'll move to the arcade, which is a 2-3 minute walk away.
6. **Walk the Runway:** When it's your turn, you'll walk the runway individually. We'll be recording a video of this, so walk like a professional model!
7. **Group Photo:** After everyone has walked the runway, we'll take a commemorative group photo with all the participants.
8. **Bag Return:** Please return the bag you used for the contest. As a thank-you gift, everyone will receive a \$10 gift card.
9. **Winner Announcement:** The winners in each category will be announced on August 30th via social media and in-store. Winners will also be contacted directly to arrange a date to pick up their prize bags.
10. **SNS Updates:** After the winner announcement, we'll post snapshots and videos from the contest on social media, so be sure to check them out.

*After the contest, feel free to enjoy the LOLA Festival, which runs until 9 PM.*

PAUL MECCANICO AUSTRALIA

133 Keen St. Lismore NSW 2480 [info@paulmeccanico.com.au](mailto:info@paulmeccanico.com.au) (02) 6629 1009