



PAUL MECCANICO Fashion Contest Gridelline

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 (02) 6629 1009