

IDM's LONGEST-running contest
is back by popular
demand!



ENTER NOW!!!

Design a Dream

- The BIG PRIZE -

**A NEW SOLO DRESS from
Kerry Design & Co.**

KERRY
DESIGN & CO.



Meet the designer who will work ONE on ONE with our 2017 winner!

Known as one of the world's top up-and-coming designers, Kerry Houston made her mark in the fashion world by debuting eye-catching designs for her clients. Kerry knows what it takes to succeed on the big stage with her deep-rooted background in the world of Irish dance. Under the instruction of her mum, Sally Houston, Director of The Houston Academy of Irish Dance, Kerry won countless regional and national titles along with numerous World Medal placings. For nearly seven years, Kerry toured with *Riverdance* and had the honour of being one of the first two Canadian dancers to dance in the show.

Kerry's love of dance is equally matched with her love of costumes. After helping many dancers with design ideas, it wasn't long before Kerry decided to dive into the costume world herself. What began as an 'off-the-rack' design house swiftly grew into a design company with a long list of customers hoping to own their own Kerry Design costume. Over the past five years, Kerry Design & Co. has made a name for itself in the costume design world and is now recognised among the ranks of top designers. The Kerry &

Co. team includes a talented head seamstress, Kimberley McCormack, whose incredible workmanship and attention to detail is evident in every costume. Kerry and Kimberley make a powerful team, ensuring every costume gets the same attention to detail, regardless of the dancer's age or level of competition.

Kerry is thrilled to be living her dream creating one-of-a-kind Irish dance costumes alongside Kimberley McCormack. The company can't wait to work with this year's winner to bring their design to life with their very own Kerry Design costume. #itsakerry



ENTRY INFORMATION AND RULES

- Entries MUST include a description as to the creative concept and any details you would like to provide the reviewing committee regarding the design.
- Please include your NAME, AGE, DANCE SCHOOL, CITY, COUNTRY and EMAIL ADDRESS with your entry.
- Dancers may colour, paint and/or use fabric and any embellishments such as lace, ribbon, buttons, diamantes etc. on the dress template.
- You may cover IDM's entry form template with cardboard, fabric etc, as long as you don't noticeably compromise the size and shape of the template. Or, you may use a computer-generated design system. However, be sure to use our exact template.
- We will consider BOTH SIDES of the dress. Therefore, it is recommended that you design both sides.
- Templates submitted where the size or shape is noticeably altered will not be considered. We understand slight variations of the template may occur.
- Other embellishments such as headpieces, costume bags etc, will not be considered in the decision process. Only the actual dress design will be considered.
- The winner is selected by Kerry Design & Co. ALL DECISIONS ARE FINAL.
- Prior winners of this contest, employees and freelance associates of *Irish Dancing & Culture Magazine* are excluded from entering.
- Entries must be received by midnight on September 30th 2017 CST. Late entries will not be accepted, no exceptions.
- We reserve the right to promote entries on IDM's print and online channels.
- Entries will not be returned.
- Prize retail value not to exceed \$2,000.00

**CLOSING
DATE**

September 30, 2017

**Will YOU be this
year's lucky
winner?**

Dress



Announcement of winner:

- *IDM* will display the shortlist of best designs on our website www.irishdancing.com in late October 2017 for a period of seven days. During this time readers will have the opportunity to vote for their favourite design. Votes will be provided to Kerry Design to help them in their selection of a winner. The grand prize-winner will be announced in late November 2017. Watch our website for news and updates!
- **Feedback from readers' votes** will be provided to Kerry Design & Co. to assist them with choosing a winner.
- All final decisions as to the winner rest solely with Kerry Design & Co. ('the design committee').
- The winner, along with runners-up, will be showcased in a spring 2018 issue of *IDM* and online when available.
- The winner will receive a FREE solo dress inspired by their winning design from Kerry Design & Co.

We accept entries via POST or EMAIL.

Use this template to design your dress and then mail it to our office:

Irish Dancing & Culture Magazine
110 E. Schiller #206
Elmhurst, IL 60126, USA
Attn: Design a Dress Contest Entry

or Email entries to denise@irishdancing.com with the words:
Design a Dress Contest Entry in the SUBJECT LINE of the email.

Contest open to all dancers and teachers worldwide.