



## Miss Earth Northern Ireland 2017 'National Costume' Design and Creation Competition

### What is Miss Earth?

The MISS EARTH Pageant is an International Environmental Event channelling the beauty pageant entertainment industry as an effective tool to promote environmental awareness.

Because many people admire and aspire to be a beauty queen, Carousel Productions, Inc. believed beauty queens would be a good and effective advocate of worthy causes. To give life to this vision, Carousel Productions Inc. organized and launched in 2001 the MISS EARTH Beauty Pageant, a beauty event whose raison d'etre was to have its candidates and winners actively promote and get involved in the preservation of the environment and the protection of Mother Earth.

Apart from a strong emphasis on environmental protection programs, MISS EARTH also aims to showcase and promote various tourist destinations. Every year, 80 to 90 candidates from all over the world compete on beauty and knowledge of environmental issues.

The winner of MISS EARTH will serve as the Ambassador to environmental protection campaigns worldwide.

### **The MISS EARTH Logo:**

Depicts a woman's grace and form holding the earth upward in reverence. The Earth or globe represents the valuable gem stone in the centre of a royal crown formed by the 4 rays emanating from the "globe" which forms the crown and symbolizes the 4 elements of the Earth - hence: Woman of the Earth.

### **BEAUTIES FOR A CAUSE:**

The pageant is a search for the most beautiful women of the Earth to serve as a role model dedicated to uphold the advocacy to preserve and restore Mother Earth.

"Continuing a Legacy for Beauty and Responsibility"

### What would I be asked to design and create?

- Entrants must submit an original initial drawn design of a 'National Costume' for the Miss Earth Northern Ireland representative to wear at the International Finals in the Philippines.
- The costume must have a theme that the designer believes depicts the rich and diverse heritage of Northern Ireland.
- As the Miss Earth pageant has a key advocacy to 'preserve and restore Mother Earth' the costume must be made from environmentally friendly materials



# RICHMOND SHOPPING CENTRE

## **How do you enter?**

- Submit a hand drawn or computer generated design, with a coversheet that includes your name, contact details, and availability to attend the Miss Earth Northern Ireland Grand Final on the 28<sup>th</sup> of May 2017.
- The design must be emailed to [jennifertaylor@richmondcentre.co.uk](mailto:jennifertaylor@richmondcentre.co.uk) by 5pm on Friday 31<sup>st</sup> March 2017. Entries received after this will not be counted or included in the public vote.

## **Deadline for Submission**

- Initial Hand drawn or Computer generated draft designs must be submitted by email to [jennifertaylor@richmondcentre.co.uk](mailto:jennifertaylor@richmondcentre.co.uk) by 5pm on Friday 31<sup>st</sup> March 2017. Entries received after this will not be counted or included in the public vote.
- Voting will begin on Monday 3<sup>rd</sup> of April and close on Friday 21<sup>st</sup> April at 5pm. Votes/'Likes' made after this deadline will not count towards the final vote count.
- The 'Top 3' will be notified by email on Friday 21<sup>st</sup> April and receive an invite to the Final of the Miss Earth Northern Ireland event on the 28<sup>th</sup> May 2017.

## **Voting on entries**

- All entries received will be posted to the Richmond Centre Facebook Page in random order, in a designated 'picture folder'.
- All entrants will be provided with a link to their entry by email prior to voting opening.
- 'Fans' of the Facebook page will 'vote' by 'liking' the entry they deem a worthy winner.
- At the closing date, a 'Top 3' with the most votes will be invited to attend the Miss Earth Northern Ireland Final on Sunday 28<sup>th</sup> of May 2017, where a selected judging panel will decide the winner which will be presented on the night.
- This is not a 'popularity contest' or based on 'who has more friends on Facebook'. Entrants will be actively encouraged to 'promote' their designs throughout social media to gain as many votes for their entry as possible before the closing date.

## **What will the winner get?**

- £500 to source materials and create the National Costume
- The costume will be worn on the International Beauty Pageant Stage in the Philippines, alongside world-class designers
- The costume and its designer will be promoted on all Social Media platforms relating to the Miss Earth Northern Ireland competition
- The costume will be exposed to the world's press, allowing your design to be seen by millions of viewers and followers of the Miss Earth brand and pageant.



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## **JUDGING CRITERIA – Top 3 Entrants**

Judging of entries will be based on the following criteria:

- Demonstration of individual style
- Clarity of inspiration
- Quality of the design
- Practicality
- Quality of the idea
- Quality of the garment
- Styling of the garment
- Use of eco-friendly materials
- Clarity of the theme

## **Terms and conditions:**

1. Only one entry per person and entry is free.
2. Entries for 'Round One' must be received by 5pm on Friday 31st March 2017.
3. Responsibility cannot be accepted for lost or mislaid entries. Incomplete, illegible, damaged, plagiarised or defaced entries will be disqualified. Late entries will not be accepted.
4. Unsuccessful entrants to the 'Top Three' will not be notified. No correspondence will be entered into.
5. Finalists and the winners will be jointly selected by the judging panel. The judges' decision is final.
6. If the prize offered is unavailable due to causes out of The Richmond Centre's control, no alternative will be made available.
6. The star prize is £500 to go towards the design and sourcing of material for the final product. Receipts must be provided for purchases of materials.
7. The Richmond Centre reserves the right to use entrants' work and images on a royalty-free basis. By entering the competition, permission to use the entrant's work and image shall be deemed given. No payment of any kind will be made to the entrant. Closing date: 5pm on Friday 31st March 2017.
8. Promoter: The Richmond Centre, The Diamond, Derry ~ Londonderry, BT48 6PE