THE LET

LASHING. ELEVATED & TRANSFORMED.

look book | gala | creativity contest

CONTESTANT Rules + Regulations

*This creativity contest is **INSPIRED** by **ART** and using lashing as another element of high fashion and editorial looks.* ELEVATED & TRANSFORMED. *There is not theme or topic to limit creativity.*

First of all thank you so much for seeing my vision for this 3 part series and for competing, I can't wait to see what you create.

Please read the following very carefully

Contestants must only use **1 brand of lashes** to create their look. The lashes **must be adhered to individual natural lashes, by 1 individual artist** (the contestant). ***Those are the only two rules.***

DETAILS

- Contestants will have from NOW until November 15th to enter + submit the contest.
- Contestants *can* submit multiple entries (+ additional fee)
- Sponsors & Judges will receive a digital archive of the quarterfinalist entries for review
- Sponsors & Judges will narrow it down to the top 10-15 semifinalists.
- There will then be a online: open to public vote for 3 days to pick our 5 finalists
- Top 5 will then be announced and invited to attend THE LET Gala (winner must be able to attend in order to compete in the final portion of the competition)
- **Online Contest** Honorable mention will be shown at Gala

SUBMISSIONS MUST INCLUDE: (*digital entry)*

- mood board of your creation/idea
- typed: title of look, artist's name and Instagram, description of look, ingredients of look (lashes curl diameter glue tweezers) don't hold back on details, invite us into your lash space here, model, other artists involved, hours to complete, micro details take us there.

- photo #1+ *: model bare faced no makeup no lashes (every angle)
- photo #2+ *: at completion of lash extensions (bare faced/no makeup every angle. Up close and full face)*
- Video: combing the lashes (shot from artist pov)
- Entry Look Book: 3-10 photos
- entry fee: $50

Extra Credit Points:
- time lapse creating your look
- pre and post lashes
- full body styled looks
- editorial video commercial for instagram

Online Contest (win from home)
live model or artist created strip lash entry
Same Rules Apply - Honorable mention + Prize

THE LET LIVE Competition

+ Contestants must be able to attend Gala to recreate the look 1 day prior.
+ Contestants will lash a provided model or prior approved model of their choice, in Lash Affair HQ on the eve of the Gala
+ Contestants will arrive at Gala ___ hours before to style their look.
+ VIP guests will arrive as Contestants finish styling and start the live photoshoot.
+ GALA (more info and time line to come soon, 12.5.20 in Scottsdale, AZ.)

TIMELINE

- *enter contest* OPEN-11.15
- *get the official contestant box + threads*
- + *official contestant certificate in your box*
- *get creative & get planning*
- *shop our sponsors for THE GOODS*
- *create & execute your editorial high fashion look books*
- *edit & submit + can submit multiple look book 'entries'*
- *sponsors & judges narrow it down to the top* 10-15
- *you narrow it down to the top* 5
- *top* 5 *will then be announced and invited to attend THE LET Gala* (*winner must be able to attend in order to compete in the final portion of the competition*)
- *Online Contest* (*win from home*) *Honorable mention + Prize * also available**

THE LET *Gala*

- *get tickets for The Gala*
- *anyone can attend* 📍 @lashaffairbyjp *HQ*
- *top* 5 *recreates looks live* 1 *day prior to The Gala*
- *top* 5 *style their looks for live fashion art gallery*
- *attendees, sponsors* & *judges pick the top* 3
- *winners will receive AMAZING prizes*

SPONSORS + JUDGES

- @lashaffairbyjp
- @lashanarchist
- @borboletabeauty
- @luxlashsociety
- @ebllashes
- @addictit_lashes
- @topshelfbeauty.thebrand