2025 reFABRICate Fashion Show

Brought to you by FABRIC, Tempe Marketplace, and Threadz

STEP 1: CREATE A FREE ACCOUNT. IF YOU ARE NOT ALREADY A MEMBER OF FABRIC PLEASE CREATE A FREE ACCOUNT FIRST SO THE LINK WILL RECOGNIZE YOU.
STEP 2: READ THE DETAILS BELOW THOROUGHLY
STEP 3: CLICK THE REGISTRATION LINK TO SIGN UP AS A PARTICIPANT (Deadline 4/6/25)

EVENT WEB PAGE:

https://fabricincubator.com/community/eco-fashion-week/refabricate/

PARTICIPANT REGISTRATION:

*Please **register separately for each look** you'll be submitting to the show.*
Must become a Free Member of FABRIC to register as a participant.
Please read over the information below carefully before clicking the registration link to sign up
REGISTER HERE:
LINK HAS BEEN REMOVED - Past Deadline
**Students under age 18, email marketing@fabricincubator.com for a coupon code to participate for free.*

EVENT DETAILS:

DATE:
Saturday, April 19, 2025

TIME:
Participants arrive backstage: 5:00pm (Anyone later than 5:30 will not be included in the show)
Judging starts at 6pm
Showtime: 7pm-8pm ("doors" open at 6:00)

LOCATION:
Runway/stage: Tempe Marketplace stage - 2000 E. Rio Salado Parkway, Tempe AZ
Backstage: Curtained area behind the main stage and Dave & Busters
This **video** shows the location.

PARTICIPATION FEE:
$10 non-refundable fee **per entry** to participate and guarantee your place on the runway. Students 18 and under participate for free. Email marketing@fabricincubator.com for a coupon code.

TICKETS:
https://events.humanitix.com/refabricate-fashion-show-ecofw-2025
The participant who sells the most runway seat tickets wins **$250 gift card** to Tempe Marketplace. Once you register to participate, you'll be sent an affiliate link to use when selling tickets so that you are credited with ticket sales.

DESCRIPTION:
Each year, FABRIC's reFABRICate Fashion Show features upcycled designs that have been repurposed and recreated by community members from various garments and cutting floor scraps.

This year, and the past few years, the reFABRICate show has focused primarily on one of the industry's most unsustainable items....DENIM. FABRIC partners with Tempe Marketplace to engage the community in repurposing thrifted denim jeans into new, runway-worthy creations. The jeans are redesigned/upcycled by FABRIC members (established and emerging designers & brands) as well as fashion teachers & students and are featured on the stage at Tempe Marketplace. Watch this quick wrap-up video of the reFABRICate 2024 show for a better understanding of what this event and designs are like.

PRIZE:

1st PLACE WINNER PRIZE PACKAGE:

- The **"RunzWithScissors" award** is presented to the overall best-repurposed denim design.
- **$250 in gift cards** for Tempe Marketplace stores.
- Featured in the September 2025 issue of **Green Living Magazine**

RULES/DETAILS:

REGISTRATION RULES

- You must be a Free Member of FABRIC to participate.
- You must be at least 14 years old to participate.
- You must be a fashion designer, own an apparel brand, or be a fashion student or teacher to participate.
- Students aged 14-18 can participate for free. Email marketing@fabricincubator.com to acquire a student coupon code **before** registering. We will tag your account so it won't charge you the participant fee when you register.
- You must officially register online to participate by April 5th. (Must create a Free Membership with FABRIC before registering)
- You may submit more than one look on more than one model, but **you'll need to register each one separately** and pay the $10 submission fee for each look/model submitted. Failure to do this will result in your additional piece not being included in the event because we'll have no record of it. The lineup is pulled directly from the applications.
- Must be physically present at the event with your model and garment.

UPCYCLING RULES

- You must make at least one item to put on the model. Any additional items that were not made from the denim must be simple black garments so that the submission piece is obviously distinguishable from the other garment. Ex: If you only make a skirt from the donated denim, you can put a simple black tank top or Tshirt on your model. If you are only making an accessory, your model must wear something all black and simple like black leggings and a black tank so that the audience knows that the accessory is the featured design.
- More than one item can be made to create an entire look which will be considered as (1) submission including accessories, tops, pants, dress, jacket, etc... In other words, each model and everything they are wearing is considered one submission.
- The entire upcycled garment(s) **MUST BE MADE ENTIRELY OUT OF UPCYCLED DENIM ITEMS LIKE JEANS/JEAN JACKETS/JEAN SKIRTS, ETC..**. Jeans, donated by Threadz, are available for pick up at FABRIC. You must use at least one of these and can take up to 3 pairs (potentially more if we manage to get more donated). If you need more, you can acquire them from anywhere else (your closet, your friends, other thrift stores, etc...). **No other regular fabrics should be used except upcycled denim clothing.**
- Decorative trims such as beading, sequins, fringe, and other decorations are permitted, but the more denim used, the better and the main structure of the garment must be made from the denim.

- Functional trims such as zippers, buttons, velcro, and other items needed to close the garment do not have to be from the donated jeans and can come from any outside source.
- Paint, dye, and printing of all different types can be used to decorate the denim.
- The garment must be sewn using a sewing machine or hand stitching. Seam glue, staples or other forms of construction will not be accepted. However, trims such as rhinestones may be glued on.
- In other words, the judges highest point value will be based on high-quality construction and highest use of repurposed jean materials/trims.

SUBMISSION RULES

- You must film yourself (using your cell phone is fine) picking up your jeans (Date/Time/Place and details are in the "Timeline" section below) and creating your items. You don't need to film everything....just a few seconds of footage will do. These videos will be used by FABRIC and the judges to confirm you followed the rules and we will use some of these videos for marketing purposes. Not all videos or photos will be used, but please do your best to make the footage clear, steady, and engaging. Try to include some selfie footage in the video at some point either shopping or sewing. Once you register, we will send you a link where you can upload your videos/photos.
- You must arrange for your own model and their hair/makeup if applicable. You can model it yourself, or use our fashion business directory to find a model.
- A photo of the completed design along with model name must be submitted by **5pm on Monday April 14th as final registration**. The garment does not have to be photographed on the model. It can be photographed flat on the floor or on a mannequin. These photos act as confirmation that you are participating so that we include you in the lineup and they **will be shared with the judges** so that they get an idea of the design before they see them in person. Designers will be sent a link to a Google Drive folder to upload photos and videos. Please do not share these final photos on social media. They need to be a surprise for the runway.

EVENT DAY PROCEDURES AND JUDGING

- SHARE THIS DOCUMENT WITH YOUR MODEL!!!!!!!!!
- You and your model(s) must arrive **by 5:00 on the day of the show dressed and ready to walk the runway with hair/makeup already completed**. For more elaborate garments, there will be one small pop-up changing room that you can use to dress the model if needed. Anyone arriving late (after 5:30pm) will not be allowed to walk the runway.

- On the day of the show, when you arrive, you will be given a number. This will be your runway order and will help us verify your arrival so that the emcee has the proper names to read.
- There will be no prior runway rehearsal. We will review the walk backstage before the event so it's important that you arrive on time to hear this. Please review this video prior to the show and share it with your model because it shows the walk route.
- Judges will come backstage at 6:00 to quickly view the garments and their construction in more detail before the show. At this time, you'll be lined up in walking order. Be prepared to possibly answer questions.
- **ONE WINNER** is chosen and awarded...
    - The "RunzWithScissors" trophy
    - $250 gift card to Tempe Marketplace

TIMELINE:

WEDNESDAY JANUARY 8, 2023
Online designer registration opens

PICK UP UNTIL THURSDAY APRIL 10TH
Designers pick up jeans and create the designs
SCHEDULE YOUR JEAN PICKUP:

1. **Register to participate first.**
2. Email info@fabricincubator.com to schedule a pickup time for your jeans. We are open Monday through Thursday 9am to 5pm. HERE is our location.

Designers film themselves picking up jeans from FABRIC and upcycling the jeans into new garments. It's ok (and we encourage you to do so) to share some sneak peeks of the process on your own social media, but don't give away too much and definitely don't show the final design. When you post, please tag FABRICTempe, TempeMarketplace, and Threadz_tcc and mention the reFABRICate Fashion Show as part of Eco Fashion Week. Participants will be sent a link to a Google Drive folder to upload their process videos and photos as you make the garment so we can use these for marketing.

MONDAY APRIL 14, 2024 by 5pm
Designers submit (mostly) final photo of design
5pm Designers must **submit a photo of their mostly final design/look** that will appear in the show along with the **name of their model** as the final step in the

registration process. The judges will see these photos so they can start to pre-judge them before the event.

SATURDAY APRIL 19, 2025

Event day timeline

Tempe Marketplace, 2000 E. Rio Salado Parkway, Tempe AZ
3:00 - FABRIC Team arrives backstage
3:30 - Volunteers arrive
4:00 - Chairs set up by now
4:30 DJ Arrives
5:00 - In person tickets sales start for any remaining tickets that are still available (if applicable)
5:00 - Recycled Denim designers and models arrive backstage runway ready. See this video for backstage location. (Please don't be late!)
5:30 - Judges arrive
6:00 "Doors" open, music starts to keep people entertained while they grab a drink from Dave & Busters
5:40pm - 6:40pm Judges quickly review garments backstage as designers are in their lineup.
6:40-7:00 Judges go privately discuss designs together at their runway seats.
7pm - 7:20pm Emcee

- Welcomes audience and introduces event
- Talks about sponsors and EcoFW
- Describes the denim upcycling project
- Describes RunzWithScissors award (history/purpose) and how six finalists will show their designs at the Goodwill Fundraiser.
- Introduces judges who stand up from their seats to wave

7:20pm-8:00pm Recycled Denim designs walk the runway (approx 45 pcs). Models & Designers please see this video for runway walk directions. (DJ: See reFABRICate playlist for music)
8:00pm-8:10pm Finale' parade - stay on stage
8:05pm-8:10pm Emcee kills time and explains judging criteria while judges finalize votes.
8:10-8:12 Kyrene Middle School students walk runway with painted denim to kill time while judges judge
8:12-8:25 Nicole Gonzalez and Jess Johnson speak about how denim is used in awareness of Sexual and Relationship Violence.
8:25-8:30 Winners and finalists announced and handed their prizes

MONDAY APRIL 21, 2024

The participant who sold the most tickets wins $250 in gift cards from Tempe Marketplace and will be informed by email.

MARKETING INSTRUCTIONS

SHARE ON SOCIAL

As a participant in this event, we're counting on you to help spread the word and drive up attendance. Please share information about the event on your social media.

WIN A PRIZE FOR SELLING THE MOST TICKETS

The participant who gets the most people to attend the event will win $250 in gift cards from Tempe Marketplace. You'll receive an affiliate link to use in your posts that will track tickets associated with you.

DOCUMENT AND SHARE YOUR PROCESS

As you gather your jeans and create your designs, you'll need to document the process using your cell phone with pictures and videos. When you register to participate, we'll send you a Google Drive folder link where you can upload these. However, you can also share some of this on your own social media. Please don't share what the final design looks like, but you can share short clips and photos of your process to help get people interested in attending. By participating, you are acknowledging that FABRIC, Tempe Marketplace and their event partners have your permission to use your photos/videos for marketing purposes.

POSTING INFO

When posting on social media, please include the following information:

Event Title:
2025 reFABRICate Fashion Show
Part of Eco Fashion Week

Tag:
FABRICTempe
TempeMarketplace
Threadz_tcc

Location:
Tempe Marketplace

Hashtags:
#reFABRICate #EcoFW #EcoFashionWeek