

## High Fashion Twitter Met Gala - FAQ

**Q:** When is the HFTwit Met Gala?

**A:** All day, May 4th, EST (starting at 12:01 am/00:01 May 4th, EST)

**Q:** Is the invite open for everybody?

**A:** Yes! As long as you have a Twitter account and a passion for fashion, consider yourself invited!

**Q:** Can we participate in more than one category?

**A:** Yes! Just fill the participation form again and it's good to go.

**Q:** How do I participate?

**A:** Check out the participation categories and then sign up via the official google form! On the day of, tweet out your looks/photosets/illustrations/more with the official layout and the official hashtag: #HFMetGala.

**Q:** What does the theme mean?

**A:** [This](#) Vogue article explains the theme thoroughly, also we have our own thread on it [here](#)

**Q:** How does the fundraiser work?

**A:** In the spirit of the Met Gala's fundraiser for The Costume Institute, we've decided to make the HF twitter Met Gala a fundraising event. The organization we will be fundraising for is The International Medical Corps, you can donate [here](#). If you donate \$5 USD or more you will get access to our e-book, which will be our own version of Andrew Bolton's annual book about the Met. Please email a screenshot of the confirmation to [hftwitmet@gmail.com](mailto:hftwitmet@gmail.com) and you'll be added to the list of recipients for the e-book on May 11th.

**Q:** Can I participate as a duo?

**A:** Yes! Just make sure that the looks go together in some way. Like Zendaya as Cinderella and Law Roach as her Fairy Godmother at last year's Met Gala: Camp. For posting, one or both of you can post the pictures of your looks, but be sure to tag your partner!

**Q:** Do I have to bring a date?

**A:** You don't have to, but duos are certainly accepted.

**Q:** Can I have multiple looks for the same challenge?

**A:** If you would like to enter more than one look they should be linked by some sort of story - think Lady Gaga's evolving look at last year's Met Gala: Camp.

**Q:** Do I have to buy pieces for any of the challenges?

**A:** No! In fact, we encourage you to practice social distancing & sustainability with these challenges by using clothes you already own.

**Q:** What does the 'layout' mean and how should we use it?

**A:** The layout will be needed when you post your look, but it will be released soon with the specific details!

**Q:** How long will the participation form be up?

**A:** The form will be available until the day before the Gala! (May 3rd)

**Q:** I'm lost, could you explain the challenges in a more simple way?

**A:** In the photoset challenge you will create a look using photos of pieces from any brands you like.

The brand challenge aims for you to create a look based on the randomly assigned brand we will give you, you're expected to search in the archives of the brand something that could suit the theme.

The wardrobe styling challenge encourages you to experiment with clothes you already own and anything you can find in your house. Looks for this challenge are not required to be formal, it's like bringing the met theme to your closet.

The illustration expression challenge wants fashion art enthusiasts to show their illustration skills either by designing or sketching their own look or one from their favorite designer.

There's a fifth challenge open for anyone who wants to participate in any other way. (sewing their own garment, etc.)

**Q:** Is there a specific format to show my look?

**A:** You can make a moodboard, a photoset, a collage or even edit it on a model or your body! It's completely up to you, just make sure to use the layout we will be releasing soon.

**Q:** How can I make sure that my Twitter post is seen on the day of the event?

**A:** Make sure to use the official layout and hashtag #HFMetGala2020 in your tweet! Feel free to tag our official account on twitter @HFMetGala as well!

**Q:** If my brand has no jewelry and I want to add some to my look, what should I do?

**A:** If you can't find anything from your assigned brand then you can pick a jewelry label to work with.

**Q:** Is there any literature on the theme 'Temporal Conflation'?...(With 'Camp', we knew to reference Sontag...It'd be super cool to hear about the team's thought process in coming up with the theme/if it was based on any prior creative works)

**A:** The theme for the Met Gala is "About Time: Fashion and Duration," which was the original theme assigned for the 2020 Met Gala before it was cancelled. We decided to continue with the same theme and "Temporal Conflation" is our way to describe the Dress Code. We have released a thread [here](#) where we have broken the theme down into more specifics. Virginia Woolf's literature, particularly Orlando, heavily influenced the theme and may provide you with inspiration in creating your look!

**Q:** What if I've changed my mind about a particular category that I've signed up for and do not want to participate in it any longer ?

**A:** Just sign up for the other category! There's no problem at all.

**Q:** Do we post our pictures on Twitter or dms?

**A:** We expect you to tweet your entry the day of the event with the hashtag #HfMetGala2020. You can still post some previews should you like!

**Q:** For the brand challenge do we have to follow the theme or can we just make a look using the brand?

**A:** Please do your best to create a look that follows this year's theme "About Time: Fashion and Duration!"

**Q:** Can I do HF editorial makeup looks and photograph them for the “Open Creativity” challenge?

**A:** Yes! Any and all forms of creative expression are accepted and welcomed! We'd love to see your amazing makeup looks!

**Q:** Will the brand challenge be like a photo-edit challenge or something like that?

**A:** For the brand challenge, search through the archives of your assigned brands and find photos of whichever pieces you would like to use and compile it into one photo using the specific brand challenge layout that will be released soon! Feel free to mix and match pieces from different collections but make sure that it adheres to the theme!

**Q:** Is it possible to put together an outfit of your own (without necessarily choosing from a specific brand) and explain it in relation to the theme?

**A:** Absolutely! That's exactly what the first category (photoset creation) is about!

**Q:** Is it possible to revoke a challenge I signed up for? I don't want to do that one anymore

**A:** Just sign up for another category and you are good to go!

**Q:** Can we upload more than one picture with the layout or do we have to put all in the same picture? (like a collage showing the fit + inspiration)

**A:** Ideally please try to get all your pictures in the same layout! A collage will help you express your idea in one photo instead of making people understand it separately.

**Q:** Is there a specific format for the photoset?

**A:** The only condition is that you need to use the layout and only send one. You can still add the number of images you like to that layout, that's up to you.

