



2009 CAULFIELD CLASSIC STYLE AWARD

Criteria & Prizes

Judging Criteria

Interpretation of classic style race wear, appropriateness of the outfit for *The Age* Caulfield Guineas Day, attention to detail including accessories, headwear/millinery and overall presentation.

The Judging Panel

The panel will consist of a maximum of five judges including respected industry figures and television identities. The 2008 panel consisted of Jo Saba, Jan Breen Burns (Fashion Editor, *The Age*), Rachel Wells (Fashion Editor M, Sunday Age) and Kate Waterhouse. The judges select the winner based on the above criteria.

The People's Choice Award

This Award is decided by the public. All *Caulfield Classic Style Award* entrants designs are photographed and featured online for the public to view and to vote for their favourite.

The designer with the most votes wins the People's Choice Award. The entrants last year emailed clients, friends and trade partners to invite them to vote.

Prizes

The major prize is \$25,000 and must be used to underwrite a major marketing activity such as a fashion show e.g. 2010 L'Oreal Melbourne Fashion Festival; 2010 Rosemount Fashion Week; or 2010 catalogue shoot.

The People's Choice Award winner will receive \$5,000 cash.

Milliners

For designers and retailers wishing to take part in the 2009 *Caulfield Classic Style Award*, MRC has put forward milliners you might like to collaborate with to create the ultimate in 'classic style' race wear.

Melbourne

Peter Jago, Tel 03 9329 8944

Paris Kyne, Tel 03 9826 1300

Gregory Ladner, Tel 03 9419 9433

Richard Nylon, Tel 03 9419 3839

Melissa Jackson, Tel 03 9662 3272

Sydney

Neil Grigg, Tel 0402 478 817

Hat Maker, Tel 02 9326 2528

Jane Stoddart, Tel 02 8004 8601