

# **The Wearable Art Fashion Show 2026**

Hello Designers,

Guy's role as Creative Director has concluded, with gratitude for his contributions. His focus has now shifted to his fashion design work and is excited to present his collection on the runway. It is with pleasure that I will be taking on the challenge of Creative Director.

Are you ready to showcase your unique design philosophy and push the boundaries of fashion? The Wearable Art Fashion Show is a dialogue between the wearer and the art, turning personal experiences into visible form. Last year's show sold out, and this year we are going bolder with a larger runway and a \$2,000 prize for the winner of each category. This year, we are pleased to introduce two new hosts joining our lineup. Epiphany will continue to share her convenient spot, which she will co-host with Sushi. Additionally, QMitch will delight the audience with a fun intermission.

We invite designers of all levels and backgrounds to submit two (2) original wearable art creations in one of the following categories: Couture, Costume or Unconventional Materials. Designers can also decide to "live auction" their piece on stage, with proceeds being split 50/50 with the Key West Woman's Club, a historic non-profit fostering arts through events like The Wearable Art Fashion Show.

Please review the following categories and take note of accompanying guidelines. The runway itself is 4 feet wide, and a clearance area is needed to access it. This is an outdoor event, so please plan your looks and preparations accordingly. During the show, only curated instrumental music will be played. Designers are allowed to wear their own creations, but your look must remain hidden until your model makes their appearance on the runway. If you do not have a model for your design, please contact me directly for assistance.

1. Couture – This category focuses on high-fashion, emphasizing luxury materials, impeccable construction techniques and original design. The design often pushes boundaries while adhering to sophisticated aesthetic principles.
2. Costumes – This category encompasses fantasy wear, theatrical attire and character driven design. The primary goal is storytelling through imaginative character development.
3. Unconventional Materials - The execution requires innovation, resourcefulness, and a mastery of technique to transform everyday objects into a visually interesting ensemble. This category challenges designers to create wearable art using non-traditional items e.g., recycled goods, industrial materials, natural elements and organic raw materials.

By submitting your application, you agree that the Key West Woman's Club retains the right to use professional photographers taken of your designs at the event for future promotional and advertising purposes. We reserve the right to decline designs for the Wearable Art Fashion Show that do not meet our event standards, such as fire hazards or those that include nudity. Due to Google doc complications, I have attached an autofill application on the next page. The deadline for submissions has been extended to January 31st. Act fast before all spots are filled due to limited availability.

Hellings Curry House will be exclusively reserved for you and your models, and it will be fully equipped with amenities such as refreshments, water and clothes racks. The house will be available at 10:00 a.m. You also have a dedicated, seated viewing area to watch your designs on the runway. Showtime will promptly begin at 2:00 p.m. Please make sure your models are dressed and lined up by 1:00 p.m. Additionally, as a token of our appreciation for you and our sponsors, we are hosting a "Meet the Designers" pre-party which will begin at 12:30 p.m. So grateful to all of you, Betina Justice (423) 618-8284 [betina.justice@gmail.com](mailto:betina.justice@gmail.com)

To Bigger Wins!



# Wearable Art Fashion Show

EVENTDATEFEBRUARY14,2026

## Designer's Application

Full name:	<div>Last</div> <div>First</div>	Date:	
Address:	<div>Street address</div> <div>Apt/Unit #</div>	Phone:	
	<div>City</div> <div>State</div> <div>Zip Code</div>	Email:	

## Featured Work - Couture, Costume or Unconventional Materials

Look #1		Model's Name	
Description		Key Pieces	
Sponsors' Name		Minimum Bid	
Look #2		Model's Name	
Description		Key Pieces	
Sponsors' Name		Minimum Bid	

## 50/50 Split

Designers can decide to live auction their piece on stage, with proceeds being a 50/50 split between the designer and the Key West Woman's Club. The Key West Woman's Club (KWWC), founded in 1915, sees Key West as a historic island community that needs preserving, supporting local charities, providing help for necessities and hosting community events. By signing below, you formally acknowledge and agree to the 50/50 split structure. All pieces sold will be given to the buyers and all designer checks will be issued at the end of the event. The final date for application submission is Sunday, January 31st. No Exceptions! For questions, contact Betina Justice (423) 618-8284. Please forward your applications to [betina.justice@gmail.com](mailto:betina.justice@gmail.com).

Signature:		Date:	
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