

MYER

FASHIONS ON THE FIELD

Women's Racewear National Competition

The Women's Racewear competition was first staged in 1962 with the intention of finding the smartest dressed women at the Melbourne Cup Carnival.

During its colourful history, Myer Fashions on the Field has undergone many developments and this year the competition will enter the digital age, with a photo-based competition for contestants outside Victoria.

Whilst the new and modernised format will reinvigorate the iconic Myer Fashions on the Field, continuing the tradition of the competition is paramount for the Victoria Racing Club and Myer and the competition's core purpose remains a celebration of fashion and racing.

Interstate Competitions Details

Fashion photographers will capture beautifully dressed contestants at events in South Australia, New South Wales, Queensland, Tasmania and Western Australia, with the top ten from each state to be published on a specially curated new website which is coming soon.

At the conclusion of each event, a small panel of high profile industry professionals will select the State Finalist, Runner-Up and Second Runner-Up from the top ten contestants per State.

The winners from each State will receive a 10-day trip of a life time to the 2018 Melbourne Cup Carnival to compete on stage in the Myer Fashions on the Field National Final on Kennedy Oaks Day.

National Final

The culmination of the Women's Racewear competitions occurs on Kennedy Oaks Day where the six State Winners will compete for the coveted Myer Fashions on the Field National Winner title.

Contestant Criteria

Women's Racewear contestants must fulfil the following criteria, and acknowledge that they understand and agree to abide by the criteria in order to enter Myer Fashions on the Field:

- Contestants must be at least 18 years of age.
- Contestants and/or their outfits are not permitted to promote commercially a brand, store or designer.
- Contestants must not receive any compensation from a third party for participating in this competition.
- Contestants must have appropriate headwear to complement their racewear in order to enter.
- All prizes awarded to the contestant must remain the property of the contestant and are not transferable, exchangeable or redeemable for cash.
- Contestants are not permitted to alter or add to their outfit in any way from the beginning until the end of the competition (including heats and the preliminary, daily, state and national final).

Selection Criteria

A panel of judges will base their votes on the following Women's Racewear criteria:

- Style and originality.
- Appropriateness of the outfit for the Melbourne Cup Carnival and the individual.
- Attention to detail with accessories.
- Understanding and interpretation of the current fashion trends.
- Grooming and deportment.
- Suitability of the outfit for the raceday.

Prize Pool

SA State Winner (total value \$11,500)

- '10 day trip of a Lifetime' valued at \$10,000.
- Myer Gift Card to the value of \$1,000.
- Antler Luggage to the value of \$500.

2018 Myer Fashions on the Field Winner (total value \$105,899)

- Major Prize: the all-new Lexus UX. The vehicle is valued at approximately \$53,000 and includes on-road costs, including 12 months registration, 12 months compulsory third party insurance, dealer delivery, stamp duty and GST.
- Girard-Perregaux Laureato watch. This timepiece is courtesy of Kennedy and retails for \$49,500- The Cat's Eye Day and Night is crafted in pink gold and set with diamonds. The hand-polished aventurine dial complements an engraved pink gold day and night disk, and the see-through case back reveals the in-house manufactured movement.
- Myer Gift Card to the value of \$6,000.

- A TCL TV package including a 55" Ultra HD Android TV, 40" Full HD LED TV and 24" HD LED TV, valued at \$3,105.
- Antler luggage to the value of \$2,000.
- The National Winner will be presented with a hand crafted sterling silver perpetual Trophy, made by Peter Gertler of Melbourne. The trophy will be housed at Flemington in the Heritage Centre to be viewed by all.

Judges

Kylie Radford – Owner and Designer – Morrison

Kim Wilson – Herald Sun Executive Fashion Editor

Caroline Ralphsmith – VRC Executive General Manager Customer Engagement

Clare Hurley – Myer Category Manager Womenswear

Crystal Kimber – 2017 Myer Fashions on the Field National Winner