



**TO SELECT A FASHION DESIGNER TO PARTICIPATE AT THE 9th CELEBRATION OF
SILK 2019, “SILK ROAD TO THE WORLD”**

- Project details given in the **Project Guideline**.
- Only applicable for Maldivians.
- Interested parties should submit the following documents;
 - CV of the applicant
 - Portfolio of the applicant
 - Educational Certificates
 - Details of similar past projects.
 - ID Card copy of the applicant
- Interested parties should send or email the proposals as below;
 - Proposals should be submitted or emailed by 1400 hours on 21st August 2019.
 - Proposals emailed should be sent to the following email address.
E-mail: procurement@visitmaldives.com and copied to raalu@visitmaldives.com, info@visitmaldives.com
 - Hard copies sent must be in an envelope properly sealed, labeled and addressed to:

“Proposal for “FASHION DESIGNER TO PARTICIPATE AT THE 9th CELEBRATION OF
SILK 2019, “SILK ROAD TO THE WORLD”

Maldives Marketing & Public Relations Corporation
H. Zoneriya 2nd Floor, Boduthakurufaanu Magu
Male’, Rep. of Maldives
 - Questions:
for any inquiries /questions may be directed to Ms. Fathimath Raheel, at raalu@visitmaldives.com or by phone +960 3323228 before 20th August 2019, 1500 hours.

SCOPE

To select a Fashion Designer to participate at the 9th Celebration of Silk 2019, Silk Road to the world

Project Introduction

For the last eight years a project celebrating Thai silk has been organized in honor of Her Majesty Queen Sirikit, the Queen Mother called "Celebration of Silk – Thai Silk Road to the World." 2019 will be our 9th annual celebration as we commemorate Her Majesty's 87th Birthday.

Her Majesty Queen Sirikit, the Queen Mother, is also known as the "Queen of Silk". She has spent the last sixty years tirelessly promoting silk farming, silk production and the revitalization of traditional silk designs throughout the Kingdom of Thailand. Through education and investment projects, she has made an enormous impact on the revival of Thai silk in Thailand, throughout Asia and around the world. She has also made important contributions to the lives and livelihoods of many Thai people.

This experience provides a designer the chance to represent their nation in a very unique and special way. The experience will include important commercial and media exposure for each designer as well as the incredible opportunity to visit Thailand and experience the beauty of our nation, our people and our silk.

Goals of Project

1. Diplomatic corps participation in honor of Her Majesty's 87th birthday
2. Cross cultural exchange between Thailand and participating countries through Silk Diplomacy
3. Promoting closeness of Thai culture and participating country's culture through Thai Silk Fashion
4. Promoting international designers and unique designs
5. Promoting participating country's unique culture
6. Promoting participating country's tourism attractions during the events

Project Dates

1. Opening Ceremony Fashion Show Saturday, 16th of November 2019 (Tentative / Venue to be confirmed)
2. International Thai Silk Fashion Week 18th to 22nd November 2019 at Central World Eden Zone
3. International Silk Exhibition 18th to 22nd November 2019 at Central World Eden Zone

Fashion Designers

- 2.1 Fashion designers with degree in fashion design from participant's country
- 2.2 Fashion designers to be chosen by participant from native country or from Thailand (Organizer can also assist in recommending a fashion designer from your country or a top Thai designer for you)

Thai Silk Fabrics / Delivery

1. The entirety of Thai Silk fabric are sourced from the Foundation for the Promotion of Supplementary Occupations and Related Technique of Her Majesty Queen Sirikit of Thailand (The Royal Thai Silk)
2. All Thai Silk fabrics are hand woven with limited quantity
3. Samples of Thai Silk fabric in the form of catalogue will be delivered to all participating designers for selection
4. Thai Silk catalogue specifies the quantity available for each texture and pattern
5. Thai Silk fabrics will be offered on a 'first come first serve' basis. Whoever orders the fabric will be delivered first, while stock lasts
6. All selected Thai Silk fabrics will be delivered to the Designer by courier service

International Fashion Designers Participation Criteria

1. Grand Opening Fashion Show

- 1.1 Design and tailor one or two Thai Silk costumes for the participating Embassy Officials for fashion catwalk
- 1.2 Such Thai Silk costumes will be exhibited in the Thai Silk Road to the World exhibition from 18th to 22nd of November 2019
- 1.3 At the end of exhibition, the Thai Silk costume shall be returned to the participating honorary guest models as gifts

2. 2nd International Thai Silk Fashion Week

2.1 For full show participants (Individual country show)

- 2.1.1 Fashion designer must design and tailor at minimum 12 pieces of Thai Silk costumes**
- 2.1.2 Maximum 15 pieces of costumes from fashion designers latest collection made from other fabrics**
- 2.1.3 Allowance of USD 1,000 for participation**
- 2.1.4 6 pieces of Thai Silk costumes to stay in Thailand for charity fund raising and Thai Silk exhibition road show around Thailand, remaining costumes to return to participating fashion designer**
- 2.1.5 Organizer to provide courier service to deliver costumes to Thailand and back to fashion designer's country**

2.2 For combined show participants (3-4 fashion designers/countries per show)

- 2.2.1 Fashion designer must design and tailor a minimum 6 pieces of Thai Silk costumes for participation**
- 2.2.2 No other collection made from other fabrics to be showcased**
- 2.2.3 Allowance of USD 500 for participation**
- 2.2.4 3 pieces of Thai Silk costumes to stay in Thailand for charity fund raising and Thai Silk exhibition road show around Thailand, remaining costumes to return to participating fashion designer**

2.3 Fashion Show slots booking will be first come first serve basis

- 2.3.1 From Monday 18th of November to Friday 22nd November**
- 2.3.2 5 shows per day**

Design Concept for 9th Celebration of Silk 2019

"The Land of Smile"

Thailand is known as the Land of Smile, Thai people do smile a lot. It's Thai culture to be kind hearted, friendly and helpful. A Thai smile can mean Happiness, Amused, Embarrassed and Apologetic. This unique culture makes Thailand welcoming to the world

Organizer to provide following items

1. Fashion show

- 1.1 Thai Silk fabrics**
- 1.2 Fashion show director**
- 1.3 Back stage staff**
- 1.4 Fashion models**
- 1.5 Hair and Makeup stylists**
- 1.6 Stage lighting and sound**
- 1.7 LED screens**
- 1.8 Onsite tailor for minor adjustments**
- 1.9 All equipment required for Fashion show production**

Thank you

2. Hotel / Flight / Transportation / Meals

- 2.1 Round trip economy flight from designer's home city to Bangkok
(Designers can prolong stay in Thailand at own expense)**
- 2.2 3 nights of hotel accommodation for fashion designers participating in Grand Opening Fashion event ONLY**
- 2.3 5 nights of hotel accommodation for fashion designers participating in both Grand Opening Fashion event and 2nd International Thai Silk Fashion week.**
- 2.4 Fashion designers doing shows longer than 5 nights stay shall be extended accordingly (for example designer doing the show on Friday the 22nd of November will need to stay for 7 days)**
- 2.5 3 meals per day**
- 2.6 Airport transfer**
- 2.7 Courier service for Thai Silk collection to Thailand and back to country of origin**
- 2.8 Designers are welcome to bring assistants/friends/spouses to share the designer's offered hotel room. All other expenses of any additional persons are the responsibility of the designer**

3. Designer Exposure

- 3.1 Project Handbook with designer profile and info**
- 3.2 Exhibition poster with designer profile and info**
- 3.3 Merchandisers from Thailand**
- 3.4 Press Conference hosted by the Public Relations Department of Thailand**
- 3.5 Online and social media by all participating designers**

Highlights of 2019 Celebration of Silk

- 1. Fashion designers from around the world**
- 2. Miss Universe 2018 contestants to model for fashion designer from her own country (To Be Confirmed)**
- 3. Advise and support by international renowned fashion designer Datuk Jimmy Choo**
- 4. Celebrity models (To Be Confirmed)**