

Brief
September 2009

CLOTHES
SHOW
LIVE
NEC BIRMINGHAM
4-9 DECEMBER 2009
CLOTHESHOWLIVE.COM

Young Journalist of the Year in association with Cosmopolitan

Draft an article for the chance to win a month's placement at Cosmopolitan

Deadline for Submission: 13 November 2009

Age Group: 16 - 21 years old

Introduction

Clothes Show Live returns to Birmingham's NEC this December to celebrate its 21st year as the world's leading fashion and beauty event.

Continuing its commitment to nurturing and developing young talent in the creative arts, Clothes Show Live is launching a new competition in association with Cosmopolitan magazine to find the **Young Journalist of the Year 2009** as part of the increasingly successful **Clothes Show Live** awards programme.

Entrants are invited to submit an article to be in with a chance of winning a month's work placement at Cosmopolitan magazine, with their writing published on cosmopolitan.co.uk along with a blog documenting their work experience.

The winner will be chosen live on stage at Clothes Show Live on 7 December 2009.

The Brief

Clothes Show Live and the UK's biggest magazine brand, Cosmopolitan, the magazine for fun, fearless females, are asking aspiring journalists to write a 500-word article on their style icon.

Do you dream of pulling off an elegant LBD and killer heels like Victoria Beckham or do you prefer the boho chic style of Sienna Miller? Perhaps you're a vintage fashion queen who admires Dita Von Teese or long to carry off high street styles like your favourite member of Girls Aloud. Maybe suave Brad Pitt is your ultimate icon or George Lamb's quirky style makes him top of your fashion stakes.

Whoever it is that inspires you to dress in style or leaves you in awe with their latest look, your article needs to outline the reasons why you've chosen your style icon whilst demonstrating your writing style and talent. Your article should be creative, well written and constructed and written with the style of a Cosmopolitan article in mind.

Articles must not exceed 500 words.

The Prize

The winner will receive the following:

- A month's work placement at Cosmopolitan magazine (Summer 2010 – exact timing TBC)
- Winner announced in February issue of Cosmopolitan magazine
- Your feature published on cosmopolitan.co.uk from 8th Jan 2010
- Your diary documenting your work placement at Cosmopolitan on cosmopolitan.co.uk
- Entry to Clothes Show Live 2009

Entering the Award

Selection Process

The selection process is as follows:

- Submission of your 500-word article on your style icon
- Completion of application form below

The panel will then decide the winner

- The winner will be informed by Friday 27 November. If you are the winner you must be able to attend the show on Monday 7 December

All applicants must reside in the UK.

Timings

Entry Closing Date

- 13 November 2009

Winner Contacted

- 27 November 2009

Live Presentation at Clothes Show Live

- Monday 7 December 2009

Conditions of Entry

Publicity Requirements

Award winner will be required to:

- Attend Clothes Show Live on Monday 7 December to receive the award in a live presentation on stage
- Conduct a minimum of five media interviews relating to Clothes Show Live and supply quotes on the award for use within the media
- Provide the rights for usage of the article written to Haymarket Exhibitions Ltd and Cosmopolitan Magazine for promotional purposes

Mandatory

Terms and Conditions

- This bursary is open to all 16 – 21 year olds in the UK
- Only one application per individual
- By completing the application, applicants agree to be bound by the rules and by any other requirements set out in the promotional material
- Entries are posted at the entrant(s)' own risk
- Haymarket Exhibitions Ltd and Cosmopolitan Magazine will acquire all rights to any copy entered into this competition, for current and future promotional use of the competition, and the rights to use the winning article in future promotion of the competition and event
- Winners will be expected to participate in publicity – as detailed above
- Apologies, but no articles can be returned to the entrant
- Proof of posting is not proof of delivery
- Last date for receipt of entries 13 November 2009
- The judges' decision is final – no correspondence will be entered into
- Judges will be appointed by Clothes Show Live, Cosmopolitan Magazine and Idea Generation
- To enter the competition, visit clothesshowlive.com or cosmopolitan.co.uk/clothesshow and download the application form. Once completed, send to Lifestyle & Events, Clothes Show Live, 11 Chance Street, London, E2 7JB
- Promoter: Clothes Show Live. Haymarket Exhibitions Ltd, Teddington Studios, Broom Road, Teddington, Middlesex, TW11 9BE

Clothes Show Live Entry Form

Application Form

Name:

Date of Birth:

Address:

Contact telephone number day:

Evening:

Email address:

Please send the above answers with your 500 word submission to: Lifestyle & Events, Clothes Show Live, c/o Idea Generation, 11 Chance Street, London, E2 7JB. **Closing date for entries is 13 November 2009.**