



10th ANNIVERSARY
2010 - 2020

April 23, 2021
Signature Flight Support
Downtown Airport

Bra Couture KC is a unique and fun auction event showcasing eclectic work-of-art couture designed bras modeled by cancer survivors to celebrate their triumph over cancer. ***It's not about the bra....it's about the bravado*** to walk a 110-foot runway and the journey that is represented by that walk. From shaken to self-assured; from fearful to fierce; from unsure to unflappable. Bra Couture KC has raised close to \$3m in the past 10 years to provide support to uninsured and underinsured men, women and children who are cancer patients in Kansas City. Our funds go to the Patient in Need Fund at Missys' Boutique, at the University of Kansas Cancer Center/Westwood, solely purchased lymphedema equipment for University of Kansas Cancer Center, created a PIN Fund at KU specifically for lymphedema patients, and established a Bra Couture KC Service Center located within the Richard and Annette Bloch Cancer Center at Truman Medical Center, created and fund Verda's Place, our cancer service center at the Sarah Cannon Cancer Institute, and will open a new Cancer Services Center at North Kansas City Hospital in the fall of 2020. We support Cancer Action and partner with Imaging for Woman to provide 200 annual free mammogram screenings for uninsured women. Please see bracouturekc.com for a full description of centers and services funded by BCKC.

Submission Deadlines:

For Couture Art Bras to be eligible for runway: Friday, March 26, 2021 3:00 pm
Donation for Diamond Walk silent auction: Saturday, April 11, 2021, 3:00 pm

contact the following to coordinate delivery/pick up of your items

Couture Art Bras:	Jennifer Dunham	jldunham05@gmail.com
Diamond Walk:	Mindy Lallier	mlallier@rocketmail.com
Auction Items:	Joy Campbell	joy.campbell@crossfirstbank.com
	Pam Renner	pamtastiksigns@gmail.com

Bra Design Guidelines

Bra Couture KC reserves the right of final approval of each bra design. All art bras submitted will be used either for the live runway fashion show and auction, or for the silent auction during the event. The design guidelines that follow must be strictly followed for a design to be considered for the live runway fashion show on event night.

Donated art bras should be creative, classy, elegant, funky, fun, and elaborate. A panel of judges will choose the final runway designs.

Bra Couture KC has the utmost respect for each survivor model and all family and friends in attendance at the event. This respect must be displayed in the design of the



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couture art bras so when that survivor steps on the runway, she/he is wearing a design reflective of their personal survival journey.

Design Requirements:

(1)	The fabric of the entire bra must be covered (front, back and straps). This may be accomplished in any number of ways, and we encourage creativity. <i>The goal is to create a work of art that transcends the bra. The bra itself is merely a starting point.</i>
(2)	The bra must remain the focus of the design. The overall design theme may incorporate elements in addition to the bra, such as hats, pants/skirts, and other accessories, but the focus must remain the bra. Avoid losing the bra within the greater costume design or scheme.
(3)	If your art bra is chosen to be worn by one of the models, alterations may have to be made. Please retain extra material and adornments (if at all possible) in case the bra needs to be enlarged.
(4)	The goal is an elegant work of art. The following are prohibited: a. Designs that exhibit a nipple b. Designs that resemble adult entertainment c. Designs that appear as lingerie
(5)	Art bras can be made from any color bra with suggested sizes of 36-38 C/D.
(6)	Avoid using snaps, zippers and Velcro unless adjustable. A hook-and-eye closure is a much more secure method of fastening the garment and will allow us to add extenders as required.
(7)	Using the bra as the guiding theme, each model will be styled with various accessories to complete their ensemble. If you have any specific ideas, please feel free to make note of them on your submission form.
(8)	Consider the comfort of the individual who might wear the creation. Padding any scratchy or sharp elements will be appreciated. Also consider other challenging factors of your design such as weight (our models may spend a few hours wearing the piece) and ease/freedom of movement.
(9)	The starting bids for each bra will be determined by the auction committee and will be based on the cost of creating it. If there are elements to your design which provide unique value, please note these qualities on your submission form (special materials, signature(s) of either a well-known designer or public figure associated with the theme of your design, etc.)
(10)	Please feel free to include your name and/or a dedication on the interior fabric of your bra. Bra Couture KC will be honored to share this information on the evening of the event.

All inquiries should be directed to sharon.payne@bracouturekc.com

Bra Couture KC celebrates the "Art of Survival". We invite you to use that as your guide, as well as our mission statement: The mission of Bra Couture KC is to uniquely celebrate breast cancer survivors and provide funding for Kansas City area organizations that provide life-empowering services to uninsured and underinsured individuals who have been touched by cancer.