



April 12, 2019
Signature Flight Support
Downtown Airport

Bra Couture KC is a unique and fun auction event showcasing eclectic work-of-art bras modeled by breast cancer survivors to celebrate their triumph over cancer. ***It's not about the bra....it's about the bravado*** to walk a 92-foot runway and the journey that is represented by that walk. From shaken to self-assured; from fearful to fierce; from unsure to unflappable.....a million dollar feeling. Bra Couture KC benefits several local organizations: the Patient in Need Fund at Missys' Boutique (an accredited appearance center at the Richard and Annette Bloch Cancer Care Pavilion located within the University of Kansas Cancer Center/Westwood), the Bra Couture KC Appearance Center located within the Richard and Annette Bloch Cancer Center at Truman Medical Center, Shawnee Mission Hospital, NKC Hospital and Cancer Action.

Submission Deadlines:

To be eligible for runway: Friday, March 1, 2019, 3:00 pm
For donation to silent auction: Saturday, March 30, 2018, 3:00 pm

**Donations may be delivered to Hallmark Cards, Inc. Corporate Headquarters
2600 Gillham Road, Kansas City, Missouri – Attention: Sandy Deitering**

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 display and silent auction during the event. The design guidelines that follow will best position each artist with the opportunity for their 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. When designing a bra for Bra Couture KC, remember this is a competition for runway bras that will be selected by a panel of judges and worn by breast cancer survivors on the runway the night of our event. All bras not selected for the runway will be displayed in the Bra Couture KC Art Walk for silent auction sale on event night.

Bra Couture KC has the utmost respect for each model and all family and friends in attendance. We celebrate these survivors, and both that respect and celebration shall be displayed in the designs. These are not simply models wearing bras: they are survivors wearing works-of-art.



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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. The goal is to create a work of art that transcends the bra. The bra itself is merely a starting point.
(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: <ol style="list-style-type: none"> 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.

If you have any questions, please contact Sandy Deitering at kscyclone@yahoo.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.