



2014 Cheryl's Boutique & Audi Centre Townsville Fashions on the Field

Saturday 26th July 2014 - RSL Townsville Cup Race Day

Cluden Park Racecourse , Cluden





Cheryl's Boutique & Audi Centre Townsville

Fashions on the Field 2014

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Registration

Registrations commence at 10.30am and will close at 12.30pm sharp!

Registration is \$10 per category and must be paid to the cashier in the judging precinct located in the Cheryl's Boutique & Audi Centre Townsville Fashionable Fillies Marquee behind the Members Stand.

Entrants will be given a numbered card for the preliminary judging which will take place in the same area and commence at 12.45pm.

Winners will be announced and presented at approximately 2.35pm.

There are five categories:

1. Cheryl's Boutique *"Lady of the Day"*
2. JBD *"Fashionable Filly Award"*
3. Donohues *"Best Dressed Couple"*
4. Audi Centre Townsville *"Millinery Award"*
5. JBD *"Gentlemen of the Day"*

A maximum of five finalists will be chosen from each category and will be called to take part in the final judging process.

Upon Registration entrants will be given a numbered card for the preliminary catwalk judging which will take place in the Cheryl's Boutique & Audi Centre Townsville Fashionable Fillies Marquee.

Entrants will be asked to stand on stage whilst the judges make their decision. A minimum of two heats for each category will take place and finalists from each heat will be called to take part in the final judging process.

The judges will be briefed weeks before the event on the strict criteria in place for all categories.

Ladies will be able to touch up their make up throughout the day in the Arbonne Skin Care Touch Up Table.



Judging Criteria



Cheryl's Boutique "Lady of the Day"

The Cheryl's Boutique "Lady of the Day" is a prestigious category with a prestigious prize pool! This is true, classic race wear. No exposed shoulders or cleavage and standard hem lengths apply. Judges Criteria includes:

- Hat or Headpiece is compulsory (no straw)
- Covered shoe
- Attention to detail with all aspects of the outfit such as shoes, handbag and accessories
- Understanding and interpretation of classic race wear
- Grooming and deportment
- Suitability of the outfit for the climate of the season and of the day



JBD "Fashionable Filly"

The JBD Fashionable Fillies category was created to encourage the ladies to have fun and be innovative with their outfits. We encourage the judges to go for a fresh, new look that has possibly not been seen at the track before. A little shorter hem length is generally accepted but headwear is still a must. Judging criteria includes:

- Judges will be looking for an innovative look with a quirky twist!
- On trend and edgy but still looking for the suitability of the outfit for the individual wearing it. Climate and race wear etiquette will still apply
- Style and originality of outfit
- Understanding and interpretation of current fashion trends.
- Headwear is essential



Donohues "Best Dressed Couple"

Townsville's most stylish couples are invited to participate in the Donohues Fashions on the Field couples category. Judging criteria includes:

- Style and originality of the outfits
- The appropriateness of the outfit for the season and the individuals
- Attention to detail with accessories (headwear is essential for the female entrants)
- Understanding and interpretation of current fashion trends
- Couples outfit must complement each other





Audi Centre Townsville "Millinery Award"

The Audi Centre Townsville Millinery Award will be won by the headwear that displays exceptional elements of design including originality, quality of workmanship, and appropriateness for the Townsville Winter Carnival, the individual and the outfit! Best of luck ladies!

- Style and design of the millinery (originality and concept)
- Quality of workmanship of the milliner
- Appropriateness of the millinery for Winter (no straw)
- Suitability in complementing the individual's total outfit.



JBD "Gentlemen of the Day"

Townsville's most stylish Gentlemen are invited to compete in the JBD Gentlemen of the Day category. Judging Criteria includes:

- Gentlemen, your suit should complement your build
- Always wear a hat, a flower in your button hole and a smart pair of clean, well-polished leather shoes for a winning combination



2013 Category Winners



Prizes



Cheryl's Boutique "Lady of the Day"



Winner will receive a prize package valued at over \$5000 including a fantastic Daydream Island 3 night holiday package, a \$500 designer hat & a \$500 gift voucher from Cheryl's Boutique, \$250 Suna Shoes voucher & a beautiful flower bouquet from Daisy Maisy Flowers. The top 5 finalists will also receive a gorgeous gift bag from Arbonne Skin Care.



JBD "Fashionable Filly"

Winner will receive a prize package valued at \$1000 includes a \$500 jewellery piece & \$500 gift voucher from JBD & a beautiful flower bouquet from Daisy Maisy Flowers. The top 5 finalists will also receive a gorgeous gift bag from JBD.



Donohues "Best Dressed Couple"

Winners will receive a \$500 gift voucher for the lady and \$500 gift voucher for the man from Donohues. The Lady will receive a beautiful flower bouquet from Daisy Maisy Flowers. The top 5 finalists will also receive a gorgeous gift bag from Donohues.



Audi Centre Townsville "Millinery Award"

Winner will receive a \$1000 prize pack from Audi Centre Townsville & a beautiful flower bouquet from Daisy Maisy Flowers. The top 5 finalists will also receive a gorgeous gift bag from Arbonne Skin Care.



JBD "Gentlemen of the Day"

Winner will receive a ADNA Gents Dress watch from JBD valued at \$995. The top 5 finalists will also receive a gorgeous gift bag from JBD.

Flower bouquets supplied by local supplier Daisy★Maisy Flowers





Cheryl's Boutique & Audi Centre Townsville

Fashions on the Field 2014 Terms & Conditions

- Rules on how to enter form part of the terms and conditions of entry.
- Contestants (as per entry to TTC) must be over 18 as on the day of the competition - 26th July 2014 for RSL Townsville Cup Day
- Proof of age may need to be provided on the day of the competition.
- Contestants must register between 10.30am and 12.30pm at the Cheryl's Boutique & Audi Centre Townsville Fashionable Fillies Marquee, behind the Members Stand. An entry fee of \$10 per category will be paid prior to entering.
- Prizes are non-transferable, non-exchangeable and not redeemable for cash.
- Contestants and/or their outfits are not permitted to promote commercially a brand, store or design.
- Contestants may not enter on behalf of a third party.
- Contestants must not receive any compensation or payment from a third party for entering the competition.
- Any alterations to garments between heats or prior to any Cheryl's Boutique & Audi Centre Townsville Fashions on the Field will result in disqualification.
- All prizes awarded to the contestants must remain the property of the contestant.
- All travel and accommodation must be taken as specified. Conditions of travel and accommodation apply and are subject to availability.
- The Promoter is Townsville Turf Club, Cluden Park Racecourse, Cluden.
- Employees of Townsville Turf Club, Committee, its agencies, sponsors and suppliers to this promotion and their families are ineligible to enter.
- The Promoter shall select the judging panel and the judge's decision is final. In the event of a draw the Promoter's Adjudicator will determine the winner.
- Winners will be announced and presented at approximately 2.35pm Saturday 26th July 2014.
- All entries may be entered on a database and the Promoter may use Contestant's names and addresses for future promotional, marketing and publicity purposes.
- Contestants agree that the Promoter and sponsors may use their image for immediate & future marketing purposes.
- Contestants agree that their image will be broadcast throughout the Racecourse closed circuit television system.
- Prizes are subject to change at the discretion of the Promoter.
- All entries become the property of the Promoter.
- The Promoter has the right to cancel or postpone the event for whatever reason is necessary.



Thank you to the Cheryl's Boutique & Audi Centre Townsville
Fashions on the Field 2014 Sponsors:



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