

# Glitterati Style File

## CONTEST RULES

### 1. Deadline

All files must be received by **October 29th, 2021** by 11:59pm.

### 2. Who can participate? How many shoots can a business participate in?

**The Glitterati Style File Contest is a bi-annual contest open to eligible print members of the WedLuxe Glitterati.**

We also recognize the value of, and welcome the participation of new talent (vendors who have not been previously featured in WedLuxe).

Winning contest entries will be featured in WedLuxe WINTER/SPRING 2022 print edition, on wedluxe.com, and on WedLuxe social accounts.

**The contest is judged by the WedLuxe editorial team.**

**CREATIVE PARTICIPANTS ARE LIMITED TO MEMBERS ADVERTISING IN THE WINTER/SPRING 2022 ISSUE WITH:**

- **3 Entry Submissions** per Glitterati Member with a DIAMOND, PLATINUM, GOLD or ROSE GOLD marketing package.
- **2 Entry Submissions** per Glitterati Member with a SILVER marketing package.
- **1 Entry Submission** per Glitterati Member with a BRONZE marketing package.
- **1 Entry Submission** per non-member if they have not previously been featured in a print edition of WedLuxe.

**IMP NOTE:** NON-MEMBERS cannot reserve concepts.

The rules of eligibility have recently changed. Please refer to our LIST OF ELIGIBLE MEMBERS (updated daily) for a full list of members/eligible entry submissions.

**\*Creative participants are defined as:**

Photographer	Decor Design
Producer	Hair & Makeup
Concept Creator	Stationery Design
Creative Director	Cake/Dessert
Stylist	Design
Planner	Floral Design
Catering	Cinematography

**Fashion Designers + Fashion Retailers**

**NOTE:** ALL GOWNS and MENSWEAR MUST be pulled from WedLuxe Glitterati member stores or designers. At the discretion of each store or designer, there is no limit to how many items each team can pull from each retailer or designer. **There are no waivers available for non-member gown retailers or designers.**

**Venues, Props/Decor Items, Linens, Furniture Rentals, Tableware, Rigging/AV/ Lighting, Vinyls/ Signage/Flooring, Accessories/Jewellery** can be contributed by non-members on the condition that these businesses agree to and sign the **SUPPLIER INFORMATION FORM.**

YOU CAN FIND A LIST OF *ELIGIBLE* GLITTERATI MEMBERS AT [wedluxe.com/gsf-ws2022/](http://wedluxe.com/gsf-ws2022/)

The current list of eligible WedLuxe Glitterati Members will be posted online and will be updated **DAILY UNTIL SUBMISSIONS ARE DUE.**

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### 3. Rules for Model Usage

Models are allowed, but shots with a model must be kept to a minimum. The Style File section of the magazine was created to highlight creative expertise pertaining specifically to decor, floral, cake, stationery, and overall 'details' etc.

If you do use a model or models:

- **Models must sign the model release waiver\*, BEFORE you shoot the feature.** Do not make the mistake of hiring a professional model who will not sign the release AFTER you have done the shoot. The waiver cannot be modified.
- Models must be professionally styled and groomed. Hair and/or makeup artist must be a WedLuxe Glitterati Member OR the beauty stylist/s must be new to WedLuxe (not previously featured in print).
- Models must be styled entirely in clothing and accessories that are currently available at retail stores.
- No 'model's own' or 'stylist's own' clothing allowed. All on-figure items must be available for our readers to purchase after the magazine is on newsstands.
- Accurate list of credits (listing the designer/ brand, store/supplier, name, website, location, price) must be provided in digital format at the time of submission when a model is involved. WedLuxe is not responsible for any costs or liability associated with models or borrowed merchandise.

**Sutherland Models has asked us to pass along that they do not wish to be involved in styled shoots, and should not be contacted.** If you need a suggested list of other agencies, please don't hesitate to ask.

#### PLEASE NOTE:

**ALL GOWNS and MENSWEAR MUST be pulled from WedLuxe Glitterati member stores or designers.** At the discretion of each store or designer, there is no limit to how many items each team can pull from each retailer or designer. *There are no waivers available for non-member gown retailers or designers.*

If you borrow accessories, jewelry, shoes, etc. from **any retail location**, you must present the **SUPPLIER INFORMATION FORM** and have it signed by a representative to ensure the retailer is aware that:

1. You do not work for WedLuxe.
2. You are asking to borrow merchandise for a contest and your feature is being submitted for editorial consideration only (not guaranteed).
3. WedLuxe reserves the right to omit any part of the feature. WedLuxe is not responsible for errors or omissions in credits if they have been provided to us incorrectly.

**YOU CAN ACCESS ALL FORMS AT**  
[wedluxefiles.com/gsf-ws2022/](http://wedluxefiles.com/gsf-ws2022/)

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### 4. Photo Guidelines

**NEW:** Submit a max of 100 photos, no more than that, please!

- Consider our page crop is 9" x 12"
- VERTICAL images are preferred.
- Please shoot all items individually and as part of a vignette. Models (if used) cannot appear in the majority of shots.
- We only publish images with horizontal sightlines. Please, no tilted angles.
- Photos taken with lenses that distort the scale and size of what is being photographed will not be considered.
- Filters must be used in moderation.

We require accurate colour representation of anything that is shown to our readers. We love saturated, colourful photographs.

**PLEASE:** no vintage tints, coloured tints or black and white images.

- High res images are required at the time of submission. **(Images must be at least 9.5" x 12.5" at 300 dpi and max 100 photos per submission).**

**YOU CAN ACCESS ALL FORMS AT**  
[wedluxefiles.com/gsf-ws2022/](http://wedluxefiles.com/gsf-ws2022/)

### 5. Include a table design or something of equal decor significance

If you're using a model or models, please ensure you provide photos of the table and all decor **without** the model in the shot.

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### 6. Exclusivity

All participants must agree to provide WedLuxe with exclusivity to the full contents of the photoshoot on print, online, and social platforms. "Full contents" means that you can't divide images from the shoot between WedLuxe and other media outlets, or keep images from the same shoot for other use.

Designs, cakes, stationery or products that are created for and showcased within the Style File cannot be repurposed or submitted elsewhere for editorial purposes or contests.

#### BEHIND-THE-SCENES PICS

- Behind-the-scenes images cannot appear on social media feeds or stories (or online) before or during the submission review process.
- Behind-the-scenes images cannot be released on any social media platform until AFTER the magazine is on newsstands. **PLEASE INFORM YOUR MODELS + BEAUTY TEAMS!**

#### VIDEO

- Behind-the-scenes video is encouraged, but cannot be released until the magazine is on newsstands. We prefer vertical format video as it performs better. Videos will be published only if the music is legally licensed.

#### SOCIAL MEDIA

- **Submission images can be posted to social media only AFTER the images have appeared on all WedLuxe platforms (print, online, and social).** @WedLuxe and all members must be tagged, and #WedLuxe and #WedLuxeToronto or #WedLuxeVancouver hashtags included.
- Instagram accounts unrelated to the team are not permitted to post or repost WedLuxe Style File content. If your content is shared by other wedding media accounts, please ask them to remove the content.

#### WEBSITE USAGE

- After WedLuxe.com features the submission, shoot members can post pics to their websites, with a **WedLuxe Watermark** applied to each pic, and a direct link back to WedLuxe.com.

#### ADVERTISING USAGE

- Vendors may use images from their style files for future issues of WedLuxe in print or online ads for WedLuxe platforms only, and not for use in other wedding magazines. Two conditions must be met:
  - a. the advertiser has obtained permission from the photographer
  - b. the model does not appear in the photos or the model and modeling agency have both agreed in writing (cc'ing submissions@wedluxe.com) that advertising rights are granted.

**ALL accepted submissions will be blogged in full, or in part, after the issue release in January, 2022.**

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### 7. Participant Responsibilities

The deadline for submissions to be received at the office is 11:59pm, **FRIDAY, OCTOBER, 2021**. Since this is a contest, to be fair to all participants there can be no exceptions granted for extensions.

**In advance of the deadline:**

- Make sure credits are obtained/reviewed/ approved by all participants to ensure they are provided to us exactly as everyone wants them to appear should the feature be selected for publishing.
- Ensure all participants have read this entire document so that everyone is aware of the rules.
- Ensure all non-members have read and signed the non-advertiser form OR supplier form.

### 8. How to Submit

#### Step 1

Send images via **WETRANSFER.COM** to: ***submissions@wedlux.com***

Include in the message area:

- a. Name of Photographer
- b. Name of Entry

Please do not send 'preview' or unretouched images. **For our workflow, we need final images at the time of submission. Max of 100 images per submission.**

#### Step 2

Complete the **ENTRY FORM** at ***wedluxfiles.com/gsf-ws2022/*** This is where you will input the names of participants, credits and provide detailed information about your entry. Please ensure you have submitted all required forms:

- Photo Release Form
- Model Release Form
- Supplier Information Form
- Non-Member Information Form

#### Step 3

Notify us at ***submissions@wedlux.com*** **ONCE THE SUBMISSION HAS BEEN UPLOADED** in its entirety.

Winning entries will be published in our Winter/Spring 2022 issue on stands in January 2022.

Runner-up entries will be considered to appear on the WedLux blog at [wedlux.com](http://wedlux.com) between January and March 2022.