COLOR ME ASHEVILLE

INFORMATION & FAQS FOR DESIGNERS

PLEASE READ BEFORE COMPLETING A DESIGNER APPLICATION.

APPLICATION DEADLINE
Sunday, Nov. 29

DESIGNERS NOTIFIED
By Friday, Dec. 11

THE SHOW
Friday, April 30, 2027
The Orange Peel, Asheville

GOODWILL'S MISSION

Goodwill Industries of Northwest North Carolina is a nonprofit organization that has served the community since 1926. Through the sale of donated items in our stores, Goodwill funds employment and training programs that help people find hope, opportunity, and jobs. Goodwill is recognized nationally as one of the most efficient charities – channeling almost 87 percent of revenue to mission and sustainability – enabling us to serve more than 33,000 people each year in our territory.

EVENT DETAILS

11TH ANNUAL COLOR ME ASHEVILLE BY GOODWILL

Friday, April 30 – 6 p.m. at The Orange Peel.

> **Please note that designers will need to be on-site from approx. 9 a.m. through the entire day.**

WHAT IS COLOR ME ASHEVILLE BY GOODWILL?

Formerly Color Me Goodwill, the event is a high-end fashion show featuring designs made from items sourced at Goodwill. Designers and design teams are selected by application only. Over the years, Color Me Asheville has earned a reputation for eye-popping creativity and innovative use of repurposed materials.

Each collection includes a representative who has participated in one of Goodwill's employment and training programs. The Color Me Asheville audience will vote on its favorite collection, and the Audience Choice award winner will receive $500.

WHO IS ELIGIBLE TO BE A COLOR ME ASHEVILLE DESIGNER?

- Designers may apply to compete individually or as a team of up to three people. Designers competing individually may have up to two assistants.

- Designers must be age 16 or older as of Dec. 31, 2026.
- Current employees of Goodwill Industries of Northwest North Carolina are not eligible.

WHAT DOES EACH DESIGNER/TEAM DO?

- Each design team will receive a $200 Goodwill gift card in December to shop for materials, and a $300 stipend following the show.
- Designers will produce a collection including five looks, which must be made from repurposed and reconstructed items found at Goodwill stores.
- Designers will be assigned a color on which to base their collection. At least 80% of the collection must be in shades of the assigned color.
- Designers will work with an assigned Goodwill client representative. Designers are responsible for recruiting their other four models. (Please let us know if you need help with this.)
- Design teams will receive one comp ticket to the fashion show and a link to download high-res professional event photography.

WHAT ABOUT MAKEUP AND HAIR STYLISTS?

- Goodwill contracts with a local business to supply all hair and makeup stylists.
- Design teams are not permitted to supply their own makeup and hair stylists. This ensures an even playing field for the competitive collections.

HOW DOES THE STIPEND WORK?

- Design teams will receive a $200 Goodwill gift card to shop for materials. Additionally, design teams will each receive a $300 stipend.
- The stipend will be paid by check to be mailed after the show.
- The stipend is per team/collection, not per designer. If a design team/collection includes two designers, they will split payment.
- Designers will need to submit a W9 form to Goodwill.

WHAT ELSE DO DESIGNERS COMMIT TO?

- Treat all Color Me Asheville participants, Orange Peel staff, and Goodwill team members with respect and courtesy.
- Attend designer orientation meeting (virtual) once selected (TBD early December).
- Participate in a video interview (production date most likely in January).
- Maintain contact with show director Leanna Echeverri to provide status updates.
- Participate in all event-related meetings, communications, and rehearsals. Please note that designers will need to be on site at the Orange Peel all day on April 30, beginning at approx. 9 a.m.

- Help publicize the show to your contacts through word-of-mouth and sharing Goodwill's social media posts. Don't forget to tag us!
  - Goodwill Industries of Northwest North Carolina Facebook Page: www.facebook.com/GoodwillNWNC
  - Color Me Asheville Facebook Page: https://www.facebook.com/ColorMeGoodwill
  - Instagram: @goodwillnwnc and @colormeavl
  - Hashtags: #colormeasheville
  - Website: www.colormeasheville.org

KEY CONTACTS

NAME	CONTACT INFO	CONTACT ABOUT
Leanna Echeverri Show Director	leannaecheverri65@gmail.com 828-575-6446	Primary contact for questions about the design process and the show.
Nate Loftin Event Planning & Promotions Specialist	nloftin@goodwillnwnc.org	Primary contact for the event videos, promotional photography, and day-of logistics.
Ginger Salt Chief Communications & Public Affairs Officer	gsalt@goodwillnwnc.org	