



PRODUCT RUNWAY 2026

THE VAUDEVILLE EXTRAVAGANZA

DESIGN TEAMS & GARMENT LABEL
SPONSORS REGISTRATION PACKET

Saturday, August 29th
Dreamland Ballroom
Little Rock, AR

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS
SOUTH CENTRAL



2026 Product Runway | Saturday, August 29th | 6:30 PM | Dreamland Ballroom, Little Rock, AR

Runway event tickets will go on sale Tuesday, July 7th | <https://www.scasid-events.com/product-runway>

The **South Central Chapter's Product Runway** is an avant-garde couture fashion design competition with a bit of a twist. Inspired by the concept of the hit reality TV show *Project Runway*, Product Runway is one of only a handful of fashion shows of its kind in the country. This signature event places teams of interior design and architecture professionals and students into a high-energy fashion design challenge—creating handmade runway garments out of standard architectural finish materials such as glass, tile, wallcovering, carpet, wood, and more. Product Runway challenges participants to channel their design expertise into wearable works of art using materials provided by their Garment Label Sponsors (ASID Industry Partners), all within a specified period of time. The culmination of these efforts will be a runway fashion show where the garments are modeled by one member of each team, and a panel of judges will score each look based on creativity, execution, and interpretation of the theme.

**This year's theme invites us into a world of spectacle, mystery, and theatrical flair:
"THE VAUDEVILLE EXTRAVAGANZA IN DREAMLAND!"**

Step into the legendary Dreamland Ballroom and travel back to a time when the stage lights shimmered, the curtains rose, and audiences gathered for an evening of unforgettable entertainment. This historic building- Taborian Hall, is located in the famous 9th Street District of downtown Little Rock and the 3rd floor was home to the Dreamland Ballroom, which was a vibrant destination for famous traveling performers, live music, and dance. It quickly became a regular stop on the Chitlin' Circuit, welcoming renowned performers, musicians, and comedians during the golden age of American entertainment and will provide the perfect backdrop for the ASID's 2026 Product Runway event.

Vaudeville was the heartbeat of American variety performance—an electric blend of comedy, dance, music, illusion, circus acts, animal trainers, strongmen, dramatic performers, and show-stopping costumes. It was bold, eccentric, glamorous, and unapologetically dramatic. Each act brought its own personality and visual identity, creating a world where extravagance was expected and imagination ruled the night.

In true vaudeville fashion, this year's garment inspirations are rooted in the larger-than-life performers and show themes that once captivated audiences—illusionists, magicians, traveling circus acts, ringmasters, animal trainers, showgirls, comedic characters, and theatrical showpieces. These concepts provide teams with a creative foundation for exploring color, texture, movement, pattern, and scale. Teams will collaborate with their Garment Label Sponsors to select materials that best capture the energy of their act and bring their Dreamland-inspired performance to life on the runway. The result will be a showcase of bold creativity, dramatic storytelling, and unforgettable couture—bringing the magic of Dreamland back to life for one extraordinary night.

The 2026 Product Runway "THE VAUDEVILLE EXTRAVAGANZA IN DREAMLAND" themes are...

- **THE FORTUNE TELLER & MYSTIC ARTS**
- **THE TRAPEZE ARTIST / AERIAL ACT**
- **THE ILLUSIONIST: SMOKE & MIRRORS**
- **THE PUPPETEER / MARIONETTE PERFORMANCE**
- **THE COMEDY ACT / CLOWN PRINCE**
- **THE TRAVELING CIRCUS**
- **THE BIG TOP ANIMAL TAMER**
- **THE CARNIVAL SIDESHOW**
- **THE GRAND RINGMASTER**
- **THE SHOWGIRL / VAUDEVILLE REVUE STAR**

Product Runway was designed to promote ASID & its members, showcase design talent & construction materials, and give back to the local community. Part of this year's proceeds will go to two (3) Central Arkansas charities: The Van, Studio Main, and Restore Hope. This event also provides a great opportunity for design professionals and vendors to work together in a creative and fun way. Ticket sales for the runway show will be open to the public.

DESIGN TEAMS

Design teams will consist of a **maximum of seven (7) participants**

- **1 ASID Practitioner Member** (Team Captain)
- **1 Architect or Architectural Designer**
- **1 Design Student or Client**
- **2 additional team members** (no restrictions)
- **1 Soft Goods Garment Label Sponsor** (Industry/Chapter Partners), who will be randomly assigned during a Virtual Pairing Event
- **1 Hard Goods Garment Label Sponsor** (Industry/Chapter Partners), who will be randomly assigned during a Virtual Pairing Event

One team member will serve as the **runway model**.

Teams may select their own participants, but the planning committee can assist with filling required roles if needed.

Each team must select who will model the garment during the runway show, from their registered team members.

Each team member will receive **one complimentary general admission ticket** to the event.

A maximum of **ten (10) teams** may participate in this year's ASID South Central Chapter Product Runway.

- **DESIGN TEAM REGISTRATION FEE: \$100**
- **DESIGN TEAM REGISTRATION OPENS: WEDNESDAY, MAY 20TH**
- **DEADLINE TO REGISTER A TEAM, PROVIDE TEAM NAME & PROVIDE MODEL'S NAME: FRIDAY, JUNE 12TH**
- **VIRTUAL PAIRING EVENT: WEDNESDAY, JUNE 17TH @ 12PM**
- **FOR MORE INFORMATION & REGISTER A TEAM: <https://www.scasid-events.com/product-runway>**

Design teams will be randomly paired with one **HARD GOOD** and one **SOFT GOOD** Garment Label Sponsor. The final garment must contain a minimum of 80% of materials (mix of hard and soft goods) supplied by the Garment Label Sponsors. The remaining 20% can be additional materials, decided upon by the design team, as needed. Teams also have the option to modify the color of their materials by method of painting, dying, etc. The design teams may 'self-fund' up to \$100 to purchase supplemental materials: closures, accessories, thread, etc. All garments must be designed and made by the participating design team members; no outsourcing is allowed.

In addition to designing/creating a garment, each team is required to create a supporting small item/prop for the garment. This item needs to stand alone without the garment and must contain at least 50% of materials (mix of hard and soft goods) supplied by the Garment Label Sponsors. At the end of the runway show, these items/props will be auctioned off as a fundraiser for the selected local charities.

A virtual **PAIRING EVENT** will take place on **June 17th** to establish each team's theme and to pair each team with a HARD and SOFT sponsor. Each Design Team and Garment Label Sponsor must have a representative present.

- Via computer program, teams will be randomly assigned a placement (1-10) for selection of one of the 10 themes. In order, teams will select their theme to use as their basis of design. Each theme will only be used ONCE.
- Via computer program, teams will be randomly paired with a hard goods and a soft goods sponsor.

AI Design Component

New for 2026, each team is required to incorporate an Artificial Intelligence (AI) component into their design process.

This requirement is intentionally open to interpretation and may be integrated in a way that best supports your team's creative vision. Examples may include: AI-generated concept imagery, mood boards, pattern development, storytelling, renderings, graphics, fashion illustration or silhouette of your final design, a "concept evolution" section illustrating the progression from AI inspiration to team sketches and the finished garment, or other design inspiration.

Teams must clearly document and display how AI was utilized on their presentation board. The AI component will be considered as part of the overall design narrative and may also be featured in event marketing and social media promotions.

The final garment itself is not required to be created using AI-generated materials; however, the role AI played in the design process should be clearly communicated.

AI is intended to enhance the creative process rather than serve as the primary designer. The garment itself should reflect your team's creativity, craftsmanship, and interpretation of the theme.

Teams are required to submit a **DIGITAL PORTFOLIO** and a **DIGITAL POSTER** that will be on display at the runway event. Teams will be provided with templates that must be used for consistency of presentations. Portfolios/Posters will include...

- The team's name, team's theme, and the names/professions of all team members
- A list of the Garment Label Sponsors; including the company, company representative's names, and company logos
- A design statement that is a concise summary of the team's overall concept (4 sentence max)
- A design concept that shares details about the team's theme research and how they decided to use this information to design their garment
- A description of the garment and how it relates, interprets, and pays homage to the theme
- Garment Illustrations + call outs to show how and where each garment labels' materials are used on the garment and the percentage of each material
- **DIGITAL PORTFOLIOS & POSTERS ARE DUE: FRIDAY, JULY 31ST**
- **SEND FILES TO: ProfessionalDevelopment@sc.asid.org**
 - **Please include TEAM NAME in the subject line**

Teams are responsible for choosing their own music and choreographing their performance. Creativity and showmanship during the performance is highly encouraged and will be part of the judges' scoring. **HAVE FUN!**

Music must be clean, cut to 1 minute and 30 seconds, and provided to the planning committee for review.

- **DEADLINE TO PROVIDE MUSIC: FRIDAY, JULY 31ST**
- **SEND MUSIC FILES TO: ProfessionalDevelopment@sc.asid.org**
 - **Please include TEAM NAME in the subject line**

Design teams will be made aware of the runway layout and lighting design a few weeks prior to the event. Each model's performance will have the same lighting sequence. No custom lighting requests are available.

No weapons, animals, children, or pyrotechnics will be permitted during a performance.

The stage must be free of debris, materials, and residue after each performance. Any item removed as part of the model's performance must be cleared immediately after removal, by a team member.

All garments must be complete and checked in at the venue between 9-10 AM on Saturday, August 29th for Garment Judging. Garments will be privately judged by a team of judges, selected by the planning committee. Each garment will be judged on the following...

- **Uniqueness/Creativity of Garment Design**
- **Use of Materials**
- **Adherence to Theme + Design Concept**
- **Craftsmanship/Construction of Garment**

Each team's selected model will participate in the runway show on the evening of **Saturday August 29th** and will be judged on their **creativity, presence & showmanship of their runway performance.**

All scores will be combined, and the total score will be used to determine the following awards...

- **Best in Show**
- **Second Place**
- **Third Place**
- **Best Performance**
- **Most Innovative**
- **Most Wearable**
- **Crowd Favorite**

A Dress Rehearsal will begin at 1 PM on the day of the event. All teams are required to participate. Completed hair and make-up are not required, but all pieces of the garment must be worn during this rehearsal. Models will run through their performance with music and lighting, at least once. If time allows, models may run through performances a 2nd time.

GARMENT LABEL SPONSORS

ASID Industry and Chapter Partners, who can supply product samples for use in the creation of a runway garment, can register to participate in Product Runway as a Garment Label Sponsor. Each sponsor will choose to be labeled as a HARD or SOFT goods provider. Once a HARD or SOFT category has been chosen, each sponsor can provide two (2) different product lines within that category. Each registered design team will be randomly paired with one (1) HARD goods sponsor and one (1) SOFT goods sponsor. There is NO COST for ASID Industry and Chapter Partners to register as a Garment Label Sponsor, however, Garment Label Sponsors will work with a design team to share about available products and subsequently provide the selected materials to be used in the garment's fabrication. There are twenty (20) Garment Label Sponsorships available: ten (10) HARD and ten (10) SOFT. Each Garment Label Sponsor will be provided one (1) complimentary general admission ticket to the event.

- **GARMENT LABEL SPONSOR REGISTRATION FEE: FREE (+ PRODUCT SAMPLES FOR FABRICATION)**
- **GARMENT LABEL SPONSOR REGISTRATION OPENS: WEDNESDAY, MAY 20TH**
- **DEADLINE TO REGISTER AS A SPONSOR: FRIDAY, JUNE 12TH**
- **FOR MORE INFORMATION & TO REGISTER AS A GARMENT LABEL SPONSOR: <https://www.scasid-events.com/product-runway>**

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- Via computer program, teams will be randomly assigned a placement for selection of one of the 10 themes listed on the first page of this document. In order from 1-10, teams will select their theme to use as their basis of design. Each theme will only be used ONCE. As team theme selection progresses, teams will choose from the remaining available options.
- Via computer programs, teams will be randomly paired with a hard goods and a soft goods sponsor.

***If you have ANY questions or need additional information, please email... ProfessionalDevelopment@sc.asid.org**

****ASID Industry & Chapter Partners have various opportunities to provide financial support through the PRODUCT RUNWAY SPONSORSHIP PROGRAM. Sponsorship opportunities are available at <https://www.scasid-events.com/>***