

the
BIGsur
fashion
show

DESIGNERS & ARTISTS

You are being called!



DESIGNER THEME

Love Embodied

AUDIENCE THEME

SNL "Saturday Night Love"

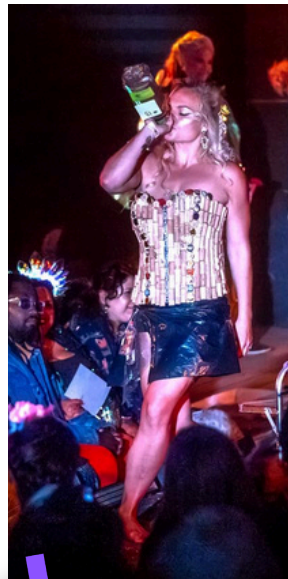
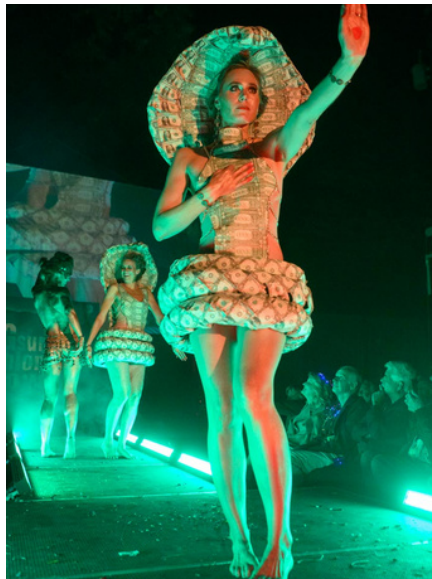
After the 2008 fire, as the smoke cleared, two women conceived a joyous plan. They would create a Big Sur party with neighbors and community. That community continues to expand far-reaching from the Big Sur Valley to places we have yet to know. 14 years ago, accounting for years we couldn't have the show, this idea sparked a perpetual joy that resonates to this very day. That's why we are here.



CLICK TO SUBMIT

<http://www.bigsurfashionshow.org/designer-sign-up/>

4 SEPT 2025



Love Embodied

SNL "Saturday Night Love"

*"Love calls - everywhere and always.
We're sky bound. Are you coming?"
~ Rumi*

Love isn't just a feeling—it's a force, a contradiction, a compulsion. It lives in the gestures of care and the chaos of obsession, the devotion of service and the turmoil of desire. "Love Embodied" explores love's physical, emotional, and psychological expressions—the push and pull, the craving and surrender, the tenderness and rage that define our most intimate human connections.

This year's Big Sur Fashion Show transforms love into wearable art, drawing inspiration from:

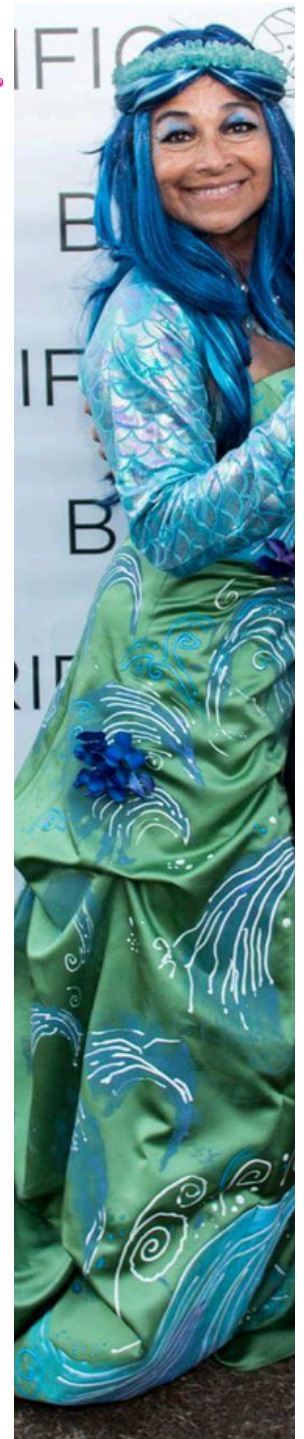
- **Raw Emotion:** The vulnerability of a first touch, the intensity of longing, the ache of separation.
- **Dualities & Contrasts:** Love/hate, addiction/healing, pleasure/pain—opposing forces intertwined in romantic, familial, and self-love.
- **Acts of Devotion:** Self-sacrificing service, protective instincts, passion-fueled recklessness.
- **Desire:** The gripping infatuation that consumes, the restless pursuit that fuels creativity and destruction alike.

Let ART be our love language.

See you on the runway.

Elsa, Sadie and the Big Idea Squad

bigsurfashionshow.org





**COMPLETE YOUR
ONLINE FORM TODAY!**

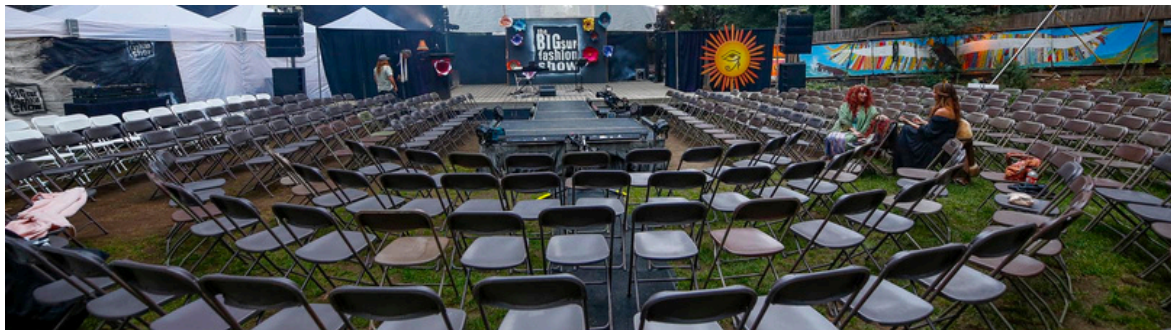
First Come, First Served

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THE DESIGN RULES

(please read carefully & entirely)

- Entries are accepted on a first-come, first-served basis until the show reaches capacity. This show is in high demand! Please only register if you are committed to this event. WE are committed to reserving this space for you and supporting you with our time and efforts.
- **All outfits must be designed/upcycled using non-traditional materials! You may NOT use any kind of fabric including crocheted yarn, curtains, upholstery, doggie Halloween costumes, etc... Recycled fabric is STILL fabric. No leather, fur, or textiles. Underclothes may be worn as needed but must NOT be visible. The show will not reimburse you for items you purchase for your design,**
- Maximum of two designs and two models. Designers are encouraged to model their own creations. ALSO a "model" can be a very substantial hand-created prop or an outfit that encompasses multiple people at a time. For example: a worm or dragon that needs multiple people to carry it down the runway. Creative Director's approval is required for creations with multiple people.
- **Choose your own music and plan for your act for a maximum of two minutes in length. Magnus can work with you to edit your music.**
- **Glitter is prohibited.** It impacts the ecosphere and it can't be removed from the ground nor cleared from the air or high tech equipment. This policy will be strictly observed!
- **Kindly leave your pets safely at home. They will be spared the nervous, noisy stress that naturally comes from set construction, show prep, loud voices and music.**



FAQ Frequently Asked Questions

bigsurfashionshow.org

What are non-traditional clothing materials?

Reuse and recycling of used and discarded products. In past shows we've seen things like photos, coffee filters, rope, candy and so much more. AND we are really firm about the ban on fabric. This is integral to the history, vision and character of the show.

What is the difference between the "initial" Designer Form and the "Final" Designer Form?

The initial form gives us a general idea of what you are planning. The Final Designer Form gives us more information that is used in the detailed planning of the show. We understand that life happens and that things can change over the months, so we ask for the final form a few weeks before the show.

Can I have images flashing on the Big JumboTron screen behind my model?

Yes you can, but the JumboTron screen is so that audience members in the back can see your act, so please be mindful of that when you are requesting images or text to be put up on the screen

How much time do we get on stage?

Our maximum time limit on stage is 2 minutes.

I would like to Design with a buddy, can I do that?

Sure! Designing with a friend is great! Be sure to list both designers and we encourage you both to model your outfits. Again, please keep it to no more than two models.

When are tickets going on sale? Do I need a ticket? How can I get tickets for my friends and family that want to cheer me on?

Normally tickets go on sale a month before the show. If you are participating in the show you do not need a ticket. You will also have a secret sale opportunity to buy for family before tickets go on sale to the public.

