

Designer Diva Competition

An internship with Husqvarna Viking & Pfaff

Have you ever dreamed of turning your hobby in to your full-time job?

Imagine being able to indulge in your passion and be paid for it. Or maybe you know a person aged between 17 and 30 with a desire to break in to the craft field?

Husqvarna Viking and Pfaff are giving you the opportunity with a truly unique and exciting competition.

Best of all, you could win one of two 12-month internships with these market leading companies.



 **Husqvarna** **VIKING** **PFAFF**

For further details visit www.husqvarnaviking.com/au or www.pfaff.com/au or www.completecraft.com.au

Entrants in this incredible competition are required to design and make their own creation that would be suitable for display at all Husqvarna Viking and/or Pfaff craft retail and trade show stands. The design must fall within the categories of clothing, appliqué, patchwork, quilts, embroidery, stitchery, bags, dolls, bears, animals or homewares.

Each entry must be accompanied by six (6) photographs of your original project. The entry must have been made in the six months prior to the competition closing date of Monday, October 31, 2011, and a maximum shortlist of twenty (20) entrants will be selected. The shortlisted entrants must forward their original projects for judging to be finalised. The final winners and runners-up will be selected by Friday, December 9, 2011.

Thanks to Blessington Pty Ltd, one winner will receive a 12-month internship with Husqvarna Viking and the other winner will receive a 12-month internship with Pfaff. The winner's role in each company will be to represent the brand at all corporate show stands as well as be the face of their "employed" brand for 12 months in any advertising. Each winner will also be trained in all aspects of each company, learning about each department including marketing, sales, customer service, accounts, education and more throughout their employment. Each winner will be expected to move within commuting distance of the Head Office for Husqvarna Viking and Pfaff in Gosford on the NSW Central Coast.

The four runners-up won't go home empty handed, as they will be the lucky recipients of either a Husqvarna Viking Sapphire 835 sewing machine or a Pfaff Expression 2.0 sewing machine. Each machine is packed with fabulous features, including a generous sewing space, giving you more room for quilts and other large projects, dual lighting to illuminate the sewing area to help eliminate eye strain, and a large graphic display screen showing your stitch in actual size, plus all the essential information you need, enabling you to optimise your crafting time.



Sapphire 835, valued at \$1899



Pfaff Expression 2.0, valued at \$1999

The Sapphire 835, valued at \$1899 RRP, is equipped with the unique Exclusive Sensor System technology that automatically raises and lowers the presser foot to four positions, including Sensor Foot Extra Lift for maximum space to slide the fabrics under the foot. The Sensor Foot Pivot senses the fabric thickness when stopping with needle down to raise the foot to the float position for pivoting. The Sensor Foot Pressure automatically adjusts for any fabric thickness for perfectly even feeding. There are also more than 100 stunning stitches, 10 permanent memories to save up to 40 stitches or letters in each, programmable alphabet font and 29 needle positions, along with a built-in needle threader. It's a fantastic machine that will surely inspire endless creativity.

The Pfaff Expression 2.0, valued at \$1999 RRP, offers true innovation with its Integrated Dual Feed (IDT), a feature that provides you with absolutely even fabric feed from both the top and bottom. During sewing the fabric is fed simultaneously from both the top and bottom, meaning that nothing can slip — even when working with fine fabrics or several layers. This makes it perfect for quilting enthusiasts. IDT guarantees that the feed dogs are perfectly synchronised — you can even sew decorative stitches in reverse with IDT engaged.

You'll also find plenty of other fabulous features including 104 beautiful 9mm stitches, including utility stitches, quilt stitches, cross stitches and hem stitches; high presser foot clearance enabling thick fabrics to be sewn with ease; beautiful free-motion sewing; external feed dog drop, ideal for stippling, free-motion embroidery or darning; sensormatic buttonhole and so much more.

So to be in the running for this amazing job opportunity or one of these innovative sewing machines, start creating now. Soon you could not only take home the coveted title of the Designer Diva Designer winner but you could also become the "face" behind the Husqvarna Viking or Pfaff brands. It truly is an extraordinary opportunity!

Husqvarna Viking and Pfaff Australia's Designer Diva Competition

Conditions of Entry

1. Entry into Husqvarna Viking and Pfaff's Designer Diva Competition implies full acceptance of all conditions of entry, including the instructions on how to enter.
2. Entry is open to all residents of Australia, except employees and immediate families of the promoter, associated companies and agencies associated with this promotion, who are ineligible to enter. The promoter is Blessington Pty Ltd, Unit 17, 167 Prospect Highway, Seven Hills NSW 2147.
3. The two (2) recipients of the 12-month employment contract(s) with Blessington Pty Ltd, must be willing to relocate to the Central Coast of NSW in order to take up the internship position with the organisation.
4. An entry will only be accepted when accompanied by a completed entry form associated with this competition. Photocopied entry forms will be accepted. Entrants may submit as many entries as they wish, but each entry must be accompanied by its own completed entry form. The entry must consist of six (6) original photographs (min 300dpi) of a completed original craft work, designed and made by the entrant in the six (6) months prior to the closing date being Monday, October 31, 2011. Inspiration from other sources and the reworking of traditional patterns and designs in new and unique ways will be regarded as constituting originality.
5. It is expected that entries must be appropriate in both style and colour so as to be suitable for display at all Husqvarna Viking and/or Pfaff craft retail and trade show stands. The entry must fit within the fields of clothing, appliqué, patchwork, quilts, embroidery, stitchery, bags, dolls, bears, animals or homewares. Entries must not depict any subject that could be deemed as unsuitable for display purposes. Entries must be in pristine condition. Soiled, worn or damaged works will not be accepted. Six (6) photographs will be requested initially with a maximum of twenty (20) shortlisted entries chosen for judging. These final entrants must be willing to forward the shortlisted entries by registered post within one (1) week of being notified for judging of their works by Blessington Pty Ltd.
6. All shortlisted entries must be clearly and securely labelled with the name, address and contact telephone number of the entrant and, if relevant, the title of the work.
7. Entries must not have been previously published or entered into another sewing brand's competition in print or

electronically anywhere in the world.

8. The promoters reserve the right to refuse, and assume no liability for, entries that are fragile, require special hanging and/or have loose parts. Entries must weigh no more than 20 kilograms.
9. The judges' decision is final and no correspondence will be entered into. Prizes will be awarded on the basis of merit, using criteria such as originality, aesthetic appeal, quality of workmanship, innovation and appropriateness for display as well as a job interview with Blessington Pty Ltd. Chance plays no part in determining the winners. The promoters reserve the right to not award a prize if the quality of entries make it inappropriate to do so in their view.
10. Entries close at 5pm Monday, October 31, 2011. Entries should be mailed to Husqvarna Viking and Pfaff, Designer Diva Competition, Locked Bag 40, Gosford NSW 2250. Alternatively entries can be couriered or delivered to the street address at Unit 22, 13 Gibbens Road, West Gosford NSW 2250. All queries should be directed to (02) 4337 3737 or emailed to Australia.info@blessingtongroup.com.au
11. The entries will be judged by representatives from Husqvarna Viking and Pfaff, in conjunction with the Homespun editorial team, and the final winners will be selected by no later than Friday, December 9, 2011. The winning entrants will be notified by telephone and mail and their names will be published in Homespun Vol 13 No 4, as well as on the Husqvarna Viking and Pfaff websites. The two winners and four runners-up works may be used as display items for Husqvarna Viking and/or Pfaff craft retail and trade stand displays in the future.
12. The identity of the entrant will be withheld from the judges to the fullest extent practicable throughout the judging process.
13. Any entry deemed suitable for display or photography must be made available to the promoters/sponsors for up to 12 months after the closing date of the competition.
14. There is no entry fee.
15. Entrants are responsible for the cost of delivering their works. The promoters will be responsible for the cost of returning works via registered post to entrants.
16. The promoters retain the first publication/display rights to photos and instructions for the winning works. Entrants

agree to allow photography of their work and to permit its image to be used in articles, advertising, promotions catalogues, books, websites and/or multi-media productions at the discretion of the promoters. Entrants will be credited in such instances, but will receive no specific compensation for any such use. Winning entries may be displayed by the promoters/sponsors at shows or stores.

17. The two (2) winners will each be offered one (1) 12-month employment contract with Blessington Pty Ltd. The remaining four (4) runners-up will receive either a Husqvarna Viking Sapphire 835 valued at \$1,899 RRP or a Pfaff Expression 2.0 valued at \$1,999 RRP.
18. Employment will commence from Monday, January 3, 2012, in our West Gosford office. Four (4) runner-up prizes will be delivered within six (6) weeks of notification.
19. Prizes are subject to availability, not transferable or exchangeable and cannot be taken as cash. Any change in value of the prize(s) is not the responsibility of the promoter.
20. All photograph entries become the property of the promoter. The entries may be entered into a database for future promotional, marketing and publicity purposes, unless otherwise stated by the entrants. If you do not wish to be entered into the database, simply tick the box on the entry form. This will not exclude you from entering the competition. Please see privacy note below for further information.
21. Winners and runners-up must agree to provide information and a photograph of themselves for editorial and publicity purposes. No responsibility is accepted for lost, misdirected or delayed mail. The promoters/sponsors will take all reasonable precaution to safeguard works in their possession, but will not be held responsible or liable for damage or loss. Entrants submit works to the competition at their own risk, holding all others harmless in any manner whatsoever.

Privacy Note: With your permission, your details may be recorded so we can send you information about similar services/products available from Blessington Pty Ltd/ Universal Magazines Pty Ltd. Blessington Pty Ltd/ Universal Magazines Pty Ltd are committed to National Privacy Principles and we do not sell data to list brokers.

If you wish to view our full privacy policies, please visit www.husqvarnaviking.com/au, www.pfaff.com/au or www.completecraft.com.au