



T O P
M O D
E L



Unit Kegiatan Mahasiswa
MODELING CLUB (MCB)
BINUS
UNIVERSITY

ARVEST
SOU

ARVEST SOU MODEL SEARCH

ARVEST SOU: EN VOGUE ESCAPADA

GUIDE BOOK



TABLE OF CONTENT

- 1. BACKGROUND**
- 2. PURPOSE AND BENEFITS**
- 3. CASTING ATTIRE**
- 4. TIMELINE**
- 5. PRIZE POOL**
- 6. REGISTRATION**
- 7. GENERAL TERMS**
- 8. PARTICIPANT CAPTIONS**
- 9. CONTACT PERSON**



BACKGROUND

BY EMBRACING A FUTURISTIC PERSPECTIVE, "**ARVEST SOU: EN VOGUE ESCAPADA**" NOT ONLY SHOWCASED THE CREATIVITY AND INNOVATION OF OUR PARTICIPANTS BUT ALSO REINFORCED MCB'S MISSION TO EDUCATE AND INSPIRE THE NEXT GENERATION OF FASHION ENTHUSIASTS.

PURPOSE

To be an innovative platform that blends technology, creativity, and futuristic aesthetics to inspire and develop talent across Indonesia in the realms of fashion and digital arts.

BENEFIT

This event is intended to provide participants with a venue to showcase their innovative works, network with experts, and advance their careers in the creative industry.



CASTING ATTIRE

WOMEN: BLACK TANK TOP, BLACK SKINNY JEANS
/ LEGGINGS & HEELS (12 CM)

MEN: BLACK TANK / SHIRTLESS & SKINNY JEANS





TIMELINE

1 - 25 OCTOBER 2024:

Registration Period

26 OCTOBER 2024:

- Casting Day at Binus Kemanggisan's Auditorium
- Announcement Top 20 Semi-finalists

1-30 November 2024:

Top 20 Development Period
with Top Model District &
JCM Scout

7 DECEMBER 2024:

Grand Finale Of Arvest Sou



PRIZEPOOL

First Place:

Scholarship + Plaque
+ Portofolio Photoshoot
Rp 2.500.000,-

Second Place:

Plaque + Portofolio Photoshoot
Rp 2.000.000,-

Third Place:

Plaque + Portofolio Photoshoot
+ Rp 1.500.000,-

**Top 20 will receive e-certificate and
Development Program from JCM
Scout & Top Model District**



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REGISTRATION



bit.ly/MCB-ModelSearch



GENERAL TERMS

1. The competition is open to individuals aged 18 years and above.
2. Participants must be residents of Indonesia.
3. The winner will receive a scholarship from Top Model District, including opportunities for professional photo shoots, runway training.
4. By submitting an entry, participants grant the Modelling Club BINUS (MCB) a non-exclusive license to use their work for promotional purposes.
5. By participating in this competition, participants grant permission for their personal details, comments, and entries to be used for promotional purposes without additional compensation.
6. Participants agree that their names and photos may be used in promotional materials related to this competition.
7. This competition shall be governed by and construed under the laws of Indonesia.



PARTICIPANT CAPTIONS

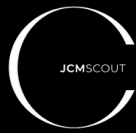
Hi, I'm Your Name from [Your University Name], and I'm thrilled to join @mcb.binus's fashion journey! 🧡🌟

I'm participating in the [Model Search /Photoshoot Competition] at Modelling Club of Binus national event, where we push the boundaries of fashion with innovative styles and concepts. Plus, @mcb.binus is collaborating with JCM Scout and Top Model District to discover the next big talents! 🌟

Join me on this adventure—every moment counts! 🎉🌟

I'm tagging [@friend1], [@friend2], and [@friend3] to join me in this challenge! Let's show what you guys can do. 🌟

#ArvestSou2024 #EnVogueEscapada #MCBBinus
#JCMScout #TopModelDistrict #FashionForward



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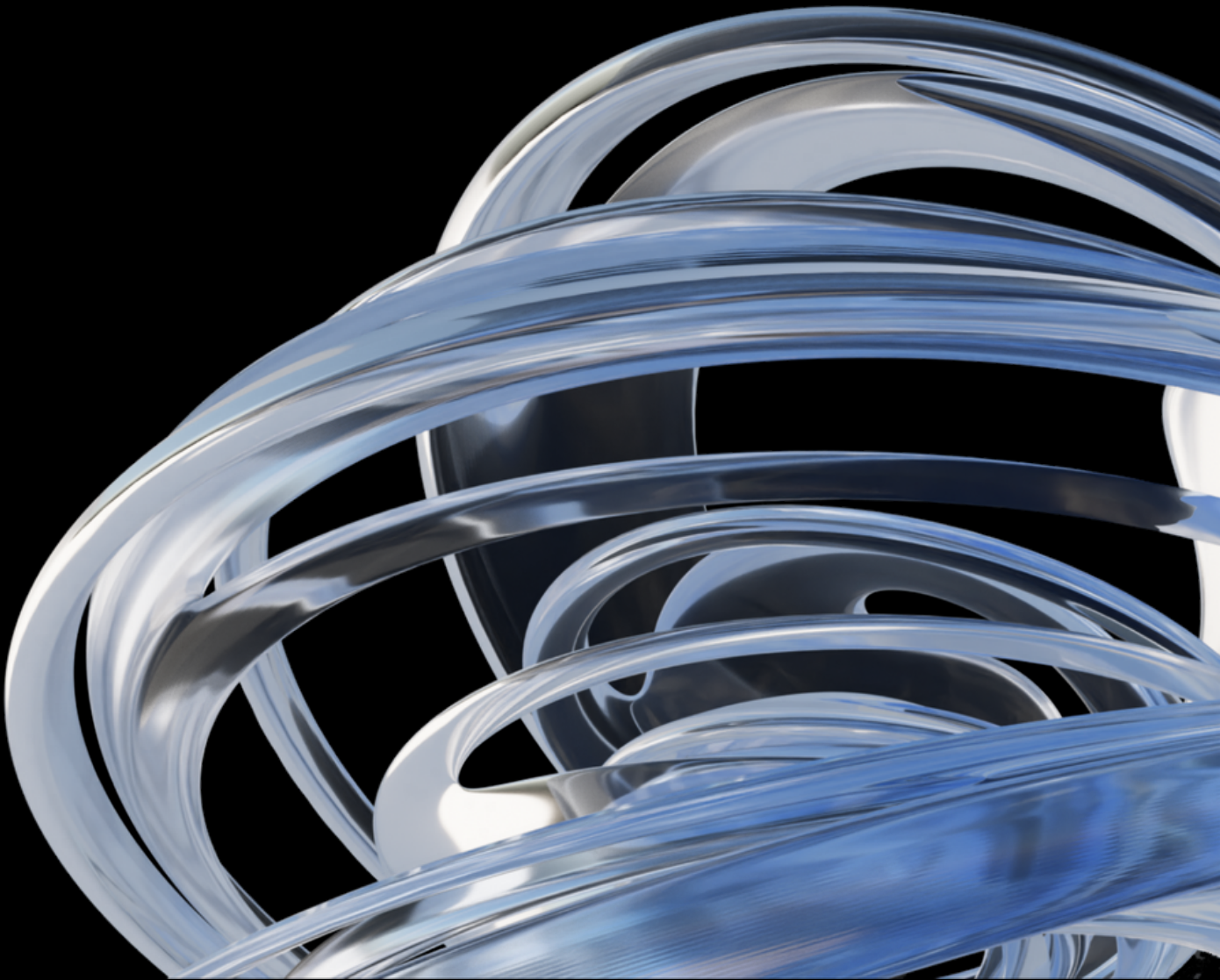
HOPE TO SEE YOU SOON

Contact Person:

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THANK YOU

MODELLING CLUB OF BINUS