

The Her Universe Fashion Show will be back in 2025 as **THE MUST-SEE** event at **San Diego Comic-Con!**

The Submission Portal OPENS at 12 AM Pacific Time on March 28, 2025.

This year, the Her Universe Fashion Show will be **presented by Universal** and hosted by Ashley Eckstein, founder of Her Universe. It is highly anticipated to be the epicenter of the fandom community! We will select unique, one-of-a-kind designs inspired by any fandom found at San Diego Comic-Con from between 20 to 25 amateur designers who are at least 18 or older. The selected designers will create and showcase their designs as they come to life during the show! At the end of the night, two winners will be chosen by both the audience and an expert panel of judges and both winners will be awarded a cash prize of \$2,000 USD and may also be offered the opportunity to design a fashion collection with **Her Universe!**

HOW TO ENTER:

1. Submissions will be accepted **starting on March 28, 2025 at 12:00 AM Pacific Time and ending on April 28, 2025 at 11:59 PM Pacific Time**. Late entries will not be considered. All submissions are final.
2. Submissions must be “geek couture” fashion, not a costume, and must be inspired by something that is celebrated within the NBC Universal family of properties which include:
 - Universal
 - Illumination
 - Dreamworks
 - Focus Features
 - Peacock/NBC TV
 - Universal Vault Classics
 - Universal Monsters

(Examples of worlds and characters celebrated within the NBC Universal family of properties can be found here: <https://www.universalproductsexperiences.com/worlds-and-characters>).

3. One submission form/entry per person. You may include up to 3 designs on your submission form, but only one may be chosen (if any). Your designs must be your original work and must meet the pre-determined submission guidelines.
4. Submission designs may be for women's, men's, or unisex fashion.
5. Between 20 and 25 finalists will be notified individually via e-mail on or around May 17, 2025.
6. If you are chosen to be a finalist at this year's Her Universe Fashion Show, you must:
 - Provide your own styling, makeup, hair design, and model at your own expense.
 - Provide your own travel and accommodations for the event (note that Her Universe is not responsible for any travel or accommodation expenses).
 - Be available for a mandatory dress rehearsal on July 23, 2025 at the Manchester Grand Hyatt Hotel in San Diego, California.

NO PURCHASE NECESSARY TO ENTER OR WIN. You must be a legal resident of the United States (including District of Columbia or Puerto Rico) or Canada (excluding Quebec) and at least 18 or older. Two

(2) winners will each receive a cash prize of \$2,000 USD. Void where prohibited. Sponsored by HU Merchandising, LLC (dba Her Universe).

For any questions or for more information on entry, notification, and odds of winning, please see our Official Rules [<https://heruniverse.com/her-universe-fashion-show/official-rules/>] or contact the Her Universe team at FashionShow@heruniverse.com.

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