

Images of Illusion II: Surreal art & fashion

A Fashion Editorial Photography Competition

CALL FOR ENTRIES

Call open dates: February 6, 2026 – March 31, 2026

Call Type: Photography

Entry Fee: \$40 per Team. Link to [Eventbrite to pay fee](#)

Eligibility: Regional (200 mile radius from St. Louis)

Exhibition Location: Contemporary Art Museum St. Louis, MO

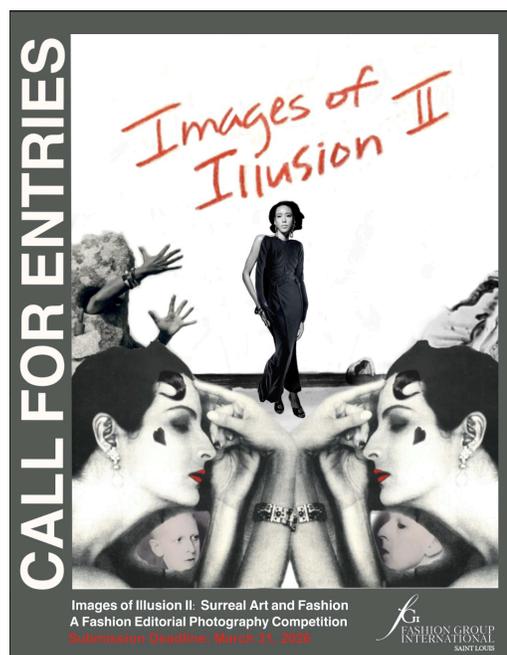
Organizer: Fashion Group International Saint Louis

10 juried entries will be judged for 2 awards of \$1000 each

To apply: [Fill out this form](#)

Contact: fgisaintlouis@gmail.com

ALSO SEE www.fgistl.com



Overview

Juried work will be exhibited during the Fashion Group International St. Louis MET Gala Watch party at the Contemporary Art Museum in St. Louis Missouri.

Fashion creatives from the St. Louis area are invited to collaborate for an exciting editorial photo competition, Images of Illusion II: Surreal art & fashion, extending the [FGI St. Louis' exhibit of fashion and photography from 1989 called Images of Illusion](#), and focusing on surrealism, a nod to the NY MET [Costume Institute's Spring 2026 exhibition, Costume Art](#) and the CAM exhibit [And I Saw New Heavens and a New Earth](#).

A double-blind jury will choose 10 entries from all submitted photos that will be mounted on 32" X 60" foam core backing and exhibited during the May 4, 2026 Met Gala Watch Party at the Contemporary Art Museum in St. Louis where Fashion Group International will also celebrate 90 years in Saint Louis. Awards of \$1000 each will be given to the creative teams the night of the *MET Gala Watch party* event for Best of Show and Audience Choice.

This opportunity brings together creative teams of talent in the St. Louis region to celebrate creativity, craftsmanship, and visual storytelling through fashion photography. Awards will be given for best in show and audience choice.

About the Theme:

The FGI Saint Louis Executive Board challenges the fashion creative community to engage black and white photography with one accent color to build an original fashion editorial image

conceptually joining art, fashion, with a contemporary point of view. To focus the work, and to reference the exhibits above, the central theme is the 20th century art movement of [surrealism](#); thus the title, *Images of Illusion II: Surreal art & fashion*.

Expectations

Teams will work collaboratively to produce a high-fashion editorial photograph that interprets and responds to *Images of Illusion II: Surreal art & fashion* through a bold, conceptual, and original lens. Each team must be formed by at least two (2) members, with members representing creative disciplines such as these

- Photographer
- Fashion designer
- Accessory designer
- Interior designer
- Furniture designer
- Makeup artist
- Stylist
- Model (does not have to be a professional model)

The selected works will be **exhibited as 32" x 60"** prints at the Contemporary Art Museum St. Louis during the MET Gala Watch Party and FGI Saint Louis' 90th Anniversary Celebration on May 4, 2026. *This exhibition offers a unique platform for visibility, recognition, and community engagement at one of the city's most anticipated fashion and cultural events.*

Eligibility

- * All team members must be 18 years or older at the time of submission.
- * All participants must be based in the St. Louis region (within 200 miles of STL).
- * Teams may submit only one editorial image.
- * The submission must be original work created specifically for this competition.
- * Images must not have been previously published, exhibited, or in other competitions.
- * Selected images must be 9600 x 18000 pixels @ 300 dpi suitable for **32" x 60"** printing.
- * The use of AI is not allowed for this competition.
- * By submitting, teams grant permission for juried images to be printed, displayed, and used for promotional purposes related to the competition and event.

Copyright Policy

Copyright remains with the photographer.

Image Usage Rights

Fashion Group International St. Louis reserves the right to use accepted images for publicity with the artist's credit line. By submitting images to this exhibition, you agree to grant permission to have them appear on our website, social media, and printed materials promoting the exhibition. Accepted images may not be removed until the exhibition closes.

Outcomes

All teams will receive one 8.5"x11" portfolio grade print.

The teams behind the 10 juried photos will receive

- Mention in the official CAM press release for the MET Gala event.
- Attendance to the VIP reception at the MET Gala event.
- Mention and tagging in social media @fgisaintlouis.
- Recognition at the MET Gala event.
- One foam core mounted exhibition photo 32" X 60".
- During the *Fashion Group International St. Louis MET Gala Watch party at the Contemporary Art Museum* judges will choose one photograph for a \$1000 best of show Award to the team. The highest rated photograph by the event attendees will identify the team to receive a \$1000 Audience Choice award.

Submission process

- * [Submission link](#) closes on March 31, 2026 at midnight.
- * Please pay the application fee of \$35 here on Eventbrite and download receipt.
- * Each team may submit only one image, challenging the team to self-curate their best work.
- * The application form requires
 1. The photographer to be the point of contact, and to assume responsibility for having a model and/or property release signed and maintained.
 2. Full name, contribution type, social media handles and website as applicable of all team members.
 3. Any product-related social media handles or websites.
 4. A copy of the paid receipt for the entry fee.(Eventbrite link will be placed here)
 5. A .pdf with the title of the work (also team name) and a short concept statement (150–250 words) explaining how the submission interprets the theme: *Images of Illusion II: Surreal art and fashion*.
 6. One high-resolution editorial image, 9600 x18000 pixels @ 300 dpi suitable for **32" x 60"** print display.

Timeline

- February 6, 2026 - Call for entries public; Submission Form and Eventbrite open
- February 26, 2026, Stars Design Group - Happy hour: Images of Illusion II: Surreal Art and Fashion Q & A and team meetup
- March 31, 2026 midnight CST - Submission link closes
- April 10, 2026 - Finalists notified
- May 4, 2026 Met Gala Watch Party featuring St. Louis fashion creatives: Brought to you by Fashion Group International, celebrating 90 years in St. Louis, and the Contemporary Art Museum

Evaluation Criteria & Scoring Breakdown

Submissions will be evaluated by an independent panel of fashion and photography professional jurors using the following criteria, for a total possible score of 100 points.

Conceptual interpretation and artistic vision of the theme - 20 Points

- * Conceptual response is strong and clear
- * Interpretation of the theme is original
- * Storytelling and symbolism shows depth and thought
- * Concept statement captures visual intention

Creativity - 20 Points

- * Storytelling is compelling
- * Innovation is clear
- * Interpretation of theme shows a distinct point of view
- * Ideas are boldness and well executed

Art direction - 20 Points

- * Shows attention to quality, craftsmanship, and detail
- * Intention in choice of garments, accessories, and narrative revealed
- * Editorial is impactful and fashion-forward
- * Visual elements are relevant to the theme

4. Photography & Visual Composition — 20 Points

- * Excellent technical quality (lighting, focus, exposure)
- * Effective composition, framing, and visual balance
- * Strong mood, color, and storytelling
- * Exhibition-ready presentation

5. Styling — 20 Points

- * Effectiveness of styling in enhancing the concept
- * Alignment with the editorial concept
- * Model presence, expression, and movement, as relevant
- * Makeup and hair/setting cohesive with concept, as relevant