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ORGANIZATION®

**WORLD  
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# Miss World Fashion 2015

**MISS  
WORLD  
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**MR  
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**MISS TEEN  
WORLD  
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# WORLD FASHION PAGEANT®

## Miss World Fashion Pageant

### Overview

Miss World Fashion is an annual international fashion beauty contest that is run by the World Fashion Organization. The contest would use the slogan "Peace through Fashion" for promotion of the Pageant.

World Fashion T.V will be streaming the Pageant online internationally. The Organization sells television rights through World Fashion T.V to the pageants in other countries.

### General Competition formats

All the contestants compete in a preliminary round of judging (called the "Presentation Fashion Show") where the field is narrowed to a select number of semi-finalists

The top 15 move to the national costume competition; from there, 10 selected contestants move on to the haute-couture competition where half were eliminated. At the end of competition the runners-up are announced and the winner crowned by the outgoing queen.

### Host Country Selection

Each year, Miss World Fashion organizers receive bids from organizations who wish to select the Miss World Fashion contestant for a country. This allows competition between different Pageant to hold a country's managed-license, when the managed-licenses for their respective traditional organizations such as World Fashion Club, World Fashion City or World Fashion Association (WFO National Chapter) are revoked.

Usually a country's candidate selection involves Pageant in major cities, with the winners competing in a national pageant. Miss World Fashion's minimum age is 18. Miss World Fashion also prohibits age fabrication.

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### World Main Pageant

The main Miss World Fashion Pageant, is held over a 1-2 week-period. This allows time for rehearsals, appearances, and the preliminary competition, with the winner being crowned by the previous year's titleholder during the final competition.

The Miss World Fashion contest is more than a fashion beauty pageant: women aspiring to become Miss World Fashion must be intelligent, well-mannered, and cultured. Delegates also participate in national costume and haute-couture competitions.

The placement of the finalists is determined by a ranked vote, where each judge ranks each of the final five candidates, with the contestant posting the lowest cumulative score (thus often, but not necessarily always, the contestant with the most number one votes) becoming the winner. If there is a tie, the higher semifinal scores become decisive.

### Privileges of Miss World Fashion

The winner is assigned a one-year contract with the World Fashion Organization, going overseas to spread messages about Peace through Fashion. The winner is given the privilege of participation in all WFO's related-fashion events.

If the winner, for any reason, cannot fulfill her duties as Miss World Fashion, the 1st runner-up takes over.

Aside from the main winner and her runners-up, special awards are also given to the winners of the best National Costume, best Haute Couture, best Catwalk Week and etc.





# WORLD FASHION PAGEANT®

## The Crown – "World's Light"

Being designed by and provided by the official jewelry sponsor of the World Fashion Organization, The Crown will be set with gemstones, containing 14k and 18k white gold as well as platinum. The crown features synthetic rubies to represent Miss World Fashion's mission "*Peace through Peace*".



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# World Fashion Pageant® “Trademark, Service Mark, Logo and Business Model Usage Guide”

For over years, World Fashion Pageant® has been producing a variety of services under the brand names, including but not limited to Miss World Fashion®, Mr. World Fashion®, Miss Teen World Fashion® and many others in coordination with World Fashion Organization®. Each of these brands has become identifiable with the World Fashion Pageant's traditions and personalities.

In order to defend our goodwill and marketplace identification as well as to protect the intellectual property that is our **trademarks, service marks, logos and business models**, “*WFO Trademark, Service, Logo and Business Model Usage Guide*” defines the use of these brands.

These rules must be followed by all franchisees at all levels of the World Fashion Pageant system. This includes all local, city, state, regional and national promoters. Any promoter that does not strictly follow these rules may have their franchise terminated by the World Fashion Pageant® and World Fashion Organization®.



*We are protected by The United States Patent and Trademark Office (USPTO) which is the Federal agency for granting U.S. patents, business models and registering trademarks. In doing this, the USPTO fulfills the mandate of Article I, Section 8, Clause 8, of the Constitution and advises the President of the United States, the Secretary of Commerce, and U.S. Government agencies on intellectual property (IP) policy, protection, and enforcement.*



**MADRID**  
The International Trademark System

*At the same time, we are also protected by The Madrid system for the international registration of marks, patents and business models which is administered by the International Bureau of WIPO located in Geneva, Switzerland.*

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