



SUCCESSFUL FASHIONOMICS COSTUME

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| 1 | <i>Good idea for costume</i> | 1 | <i>Highly amusing commentary</i> |
| 1 or more | <i>Creative costume designer</i> | 1-12 | <i>Alcoholic beverages</i> |
| 1 | <i>Person crazy enough to model it</i> | | <i>Bribes for judges as required</i> |
| 100s | <i>Of bits and pieces from the lab</i> | | <i>Supporters to infiltrate crowd</i> |

Identify an idea for a costume, the more controversial the better. Identify a person capable of turning this crazy idea into something resembling a costume and that has enough structural integrity to stay on the model for the 3 minute duration of the catwalk display. Identify a model, preferentially someone desperate for the attention of the public and who does not embarrass easily. For best results incubate these together with 100s of items from the lab for some time prior to Queenstown Research Week as it is easy to tell costumes created on the night after a few beers. It pays to work with a lab that has pretty things to use such as glowing bugs or DNA chips. Apply costume to model immediately prior to show as earlier application can result in costume malfunction. Prime the model with appropriate number of alcoholic beverages while sending supporters to infiltrate crowd, or better yet the judging panel. Identify judges and apply bribes or blackmail as most appropriate. Send model to catwalk and wait 3 minutes to collect prizes.