



2025 World Cheongsam Queen International Pageant ✨ Official Handbook

2025 World Cheongsam Queen International Beauty Pageant — Table of Contents

P02 Welcome Message – Founder Lydia, Chang

Event Information & Registration & Talent Show & Contestants' Night

P03 Event Introduction

P04 Registration Details & Method

P05 Included in Registration

P06 Event Schedule

P07 Participant Guidelines

P08 Outfit Preparation Checklist

P09 Talent Competition Guidelines

P10 Talent Performance Guidelines

P11 Talent Competition: Music & Visual Material Submission Guidelines

P12 2025 Miss Cheongsam International Beauty Pageant
Contestants' Night – Styling Theme Brief

Judging & Results

P13 Awards & Honors

P14 Semifinal Submission Requirements

Form the Founder

Lydia Chang

**Dear Global Friends of Cheongsam Culture,
To every radiant “Midlife Beautiful Lady” :**

As the Miss Cheongsam International Pageant enters its fourth year, I stand at the corridor of time, gazing upon this long river woven with threads, culture, and the power of women—with deep emotion in my heart. This is not merely a competition, but a cultural resonance that transcends age and borders—an affectionate tribute to the beauty of a woman's life.

Since the pageant stepped onto the international stage, we've seen women of various races and backgrounds telling their stories through the cheongsam—each stitch and piece of silk becoming a narrative. Some ask, “Why focus on ‘Midlife Beautiful Ladies’ in the Silver Radiance Project?” Because time never dims the brilliance of a woman's soul. It polishes her into something as lustrous and resilient as a pearl, containing a strength ready to emerge.

The cheongsam is more than an Eastern aesthetic—it is a vessel for female awakening. It should not be defined by age, but by the life it embodies. The Silver Radiance Project aims to break the stereotypes of "middle age" and allow every woman, upon donning a cheongsam, to witness her own unique radiance. When a mother, a professional, or a cultural bearer steps onto the stage, she brings not just elegance, but the shared spirit of countless women—the courage to bloom and be seen, even after time has passed.

What moves me most is not the glory onstage, but the quiet tenderness backstage—sisters helping with hair buns and button loops, contestants from different countries connecting through smiles and gestures. These moments are the true soul of the Silver Radiance Project: weaving a palace without walls through the cheongsam, where midlife women meet, connect, and shine for one another.

May the Miss Cheongsam International Pageant become more than a competition—may it serve as a beacon of cultural awakening for women worldwide. May every cheongsam carry a story of transformation, and every turn onstage echo the truth that age is not a limitation, but a depth of character.

With heartfelt blessings as the founder, I hope every participant lives as the queen in her heart during these radiant silver years.



Event Introduction

The Miss Cheongsam International Pageant is a global stage for women that celebrates the art of the cheongsam, the elegance of aesthetics, and international cultural exchange. This pageant aims to promote cheongsam culture and empower women of all ages and backgrounds to rediscover confidence and let their inner light shine. The 2025 competition will be held in Tainan, Taiwan, in September, and women from around the world are warmly invited to register and participate.

- **Event Duration: October 12 (Sunday) – October 17 (Friday), 2025 – 6 days**
- **Event Location: Tainan City, Taiwan (Exact venue to be announced)**
- **Registration Deadline: August 15, 2025 (Friday)**

- **Competition Categories:**

Miss Division	Graceful Division	Elegant Division
Age 20–45	Age 46–64	Age 65 and above

- **Eligibility (It's your time to shine again)**

This is not a pageant only for models or young women. We believe every woman has her own unique beauty—sometimes we simply forget it amidst the demands of life. Whether you are a professional, a full-time mom, a homemaker, or a woman on a journey of self-discovery:

- If you love wearing cheongsams, or have always wanted to try
- If you love the spotlight, performing, and being seen
- If you want to step out of your comfort zone and reveal a new side of yourself
- If you're at a stage in life where you want to regain confidence and embrace applause again

Then you are the Cheongsam Queen we are looking for. As long as you are 20 years or older, in good physical and mental health, and able to participate in the full program, you are welcome to join—regardless of nationality or experience!

Registration Information & Method

Please prepare the following documents and send them via email to the designated address, or fill out the online registration form:

- 01 ✦ Registration Form (digital or printed)
- 02 ✦ One half-body and one full-body photo
- 03 ✦ Copy of ID (front and back) or passport
- 04 ✦ Personal Introduction, including: Full name/ Age/ Occupation
- 05 ✦ Proof of Registration Fee Transfer (UDS \$1,500)



Full Body



Half body

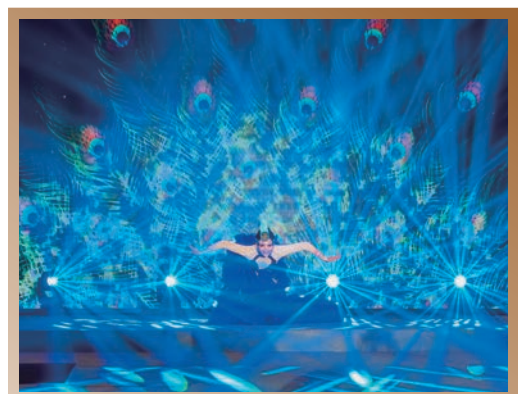
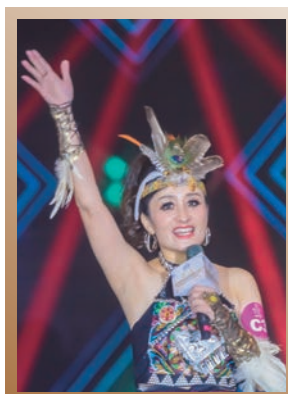
Included in Registration

Included

- Qualification to participate in Preliminary, Semi-final, and Final rounds
- Hair and makeup services (for Preliminary, Talent Night, and Final)
- 2 official T-shirts and 1 tailored cheongsam
- Six days and five nights accommodation in Tainan with full meals provided
- One-day cultural tour
- Insurance, photography documentation, and information package
- Once paid, the registration is considered complete and non-refundable.

Event Schedule

- 01 ✦ **Oct 12 – Arrival & Registration:** Airport transfer, hotel check-in, material distribution, cheongsam fitting, evening at leisure
- 02 ✦ **Oct 13 – Cultural Immersion:** Full-day Tainan cultural tour and outdoor photoshoot (official T-shirt & sash)
- 03 ✦ **Oct 14 – Preliminary Round:** Interview and runway presentation (white dress or suit with heels)
- 04 ✦ **Oct 15 – Charity & Talent Night:** Morning: Charity activities
Afternoon: Rehearsal, talent competition, and Contestants' Gala (talent attire, themed evening gowns)
- 05 ✦ **Oct 16 – Finals:** Media interviews, buffet luncheon, evening final competition (ethnic costume, evening gown, official cheongsam) followed by awards ceremony
- 06 ✦ **Oct 17 – Departure:** Check-out and departure



Participant Guidelines

- Hair & Makeup: Provided for Preliminary, Talent Night, and Final.
Participants are responsible for other days.
- Participation Requirement: Full attendance is mandatory; absences without valid reasons are not permitted.
- Media Usage: All event footage and images may be used by the organizer for promotional purposes.
- Post-Event Engagement: Winners may be invited to participate in cultural, charitable, or endorsement activities.

Organizer & Contact Information

🏢 Organizer: World Cheongsam Cultural Federation

✉ Email: wcq.team@outlook.com

☎ Phone: +886 912 - 010 - 886

🌐 Official Website: <https://www.worldcheongsamcultural.org>

📘 Facebook Page: facebook.com/sexymamaTW

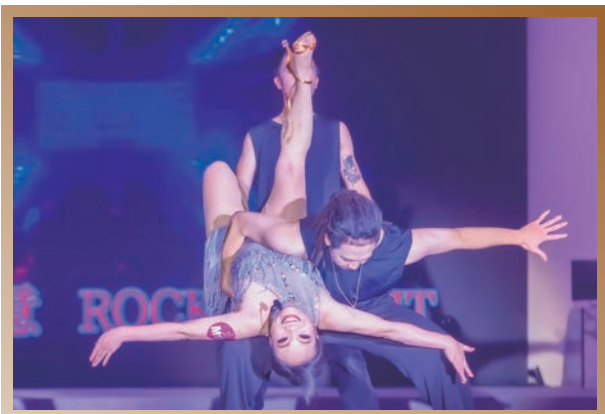
Outfit Preparation Checklist

To Be Prepared by Contestants:

- Footwear: Nude or black high heels, casual shoes
- One evening gown (for the final competition)
- One set of ethnic costume (for the final competition)
- Talent performance outfit and any necessary props
- Outfit for Contestants' Night
- Footwear: Nude or black high heels, casual shoes (listed again for emphasis)

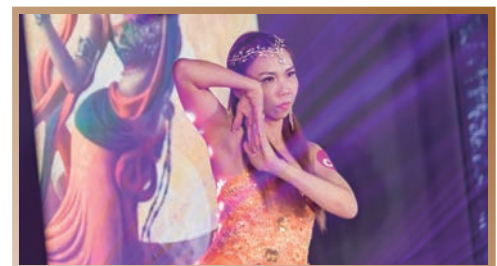
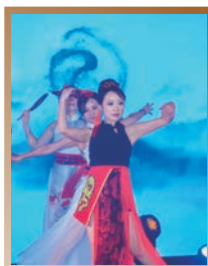
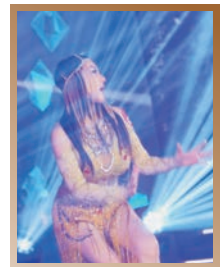
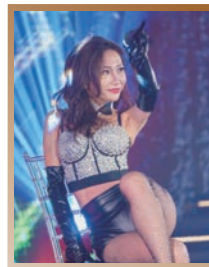
Provided by the Organizer:

- 2 official event T-shirts
- 1 custom-made qipao (mandatory wear)
- Hair & makeup styling (for Talent Night and Grand Final)



Talent Competition Guidelines

- Participation in the "Contestants' Night Talent Competition" is open for registration.
- All types of performances are welcome (e.g. singing, dancing, musical instruments).
- Contestants who pass the preliminary round may perform again in the Grand Final.
- Each performance is recommended to be within 1.5 minutes.
- Performers must bring their own props and music.
(No equipment will be provided by the organizer.)



Talent Performance Guidelines

Each contestant will have the opportunity to showcase her unique charm and diverse talents in this segment, highlighting the confidence and stage presence of women in qipao.

There are no restrictions on the type of performance—dance, singing, instrumental music, drama, recitation, fashion runway, and more are all welcome. Creativity and cultural fusion are highly encouraged.

Performance Duration:

Each contestant's performance must not exceed 1 to 1.5 minutes. Please ensure your performance is completed within the allotted time.

Submission Instructions:

All required materials must be submitted via email to the official inbox: wcq.team@outlook.com

File Naming Format (to avoid duplication, uniform format required):

[Full Name]_ [Region]_[Talent Type]

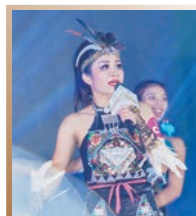
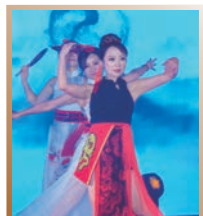
(Example: Julia Lin_China_Dance)

Music and Visual Materials:

- Audio file format:
MP3 (recommended quality: 320kbps)
- If no visual is submitted, the organizer will prepare a default stage background.
- Optional visual materials (if any):
Image: 16:9 ratio
Video: MP4 format (1080p resolution)
Sound effects: WAV format (high quality)

Costume and Styling Guidelines:

- Styling is open and may be creatively designed to match the performance.
- Cultural fusion and originality are encouraged, with consideration for stage aesthetics and graceful presentation.
- Please avoid overly revealing outfits or high-risk acts (e.g. fireworks, aerial wire stunts, etc.).



Talent Competition: Music & Visual Material Submission Guidelines

If you are performing a talent piece, please make sure to prepare your music and main visual materials according to the following specifications:

✦ Music File Requirements ✦

- File format: MP3
- File naming format: Name_Country_TalentType.mp3
- Recommended quality: 320kbps (Example: Cindy_Japan_Singing.mp3)

✦ Main Visual Materials (if available) ✦

- | | | |
|---|--------------------------------------|-------------------------------|
| • Static Images: | • Video Clips: | • Sound Effects |
| • Aspect ratio: 16:9 | • Format: MP4 | (if submitted separately): |
| • Recommended resolution: 1920 × 1080 px. Format: JPG | Recommended quality: 1080p (Full HD) | • Format: WAV |
| | | High quality, distortion-free |

✦ Submission Method & Important Notes ✦

- Submission Email: wcq.team@outlook.com
- Email Subject Line: Please use the following format:
"2025 World cheongsam queen - [Your Name] - Semifinal Submission"
- File Naming Format (required): [Full Name][Region][Description of Content]
- Examples: Zhang Lihua_Taiwan_Full Body Photo 1.jpg
Zhang Lihua_Taiwan_Evening Gown Full Body Photo 2.jpg
Zhang Lihua_Taiwan_Guzheng Performance.mp3

✦ Important Reminders ✦

All portrait photos must be free of filters, beauty-enhancing apps, or any distortion tools. Only slight adjustments to brightness and skin tone are allowed.

Full-body photos must not include: Sitting poses, Handheld props, Sashes or crowns

Incomplete submissions may affect your stage presentation and official promotion.

Your full cooperation is greatly appreciated.

Full-Body Artistic Photo in Evening Gown



2025 Miss Cheongsam International Beauty Pageant

Contestants' Night – Styling Theme Brief

The Queen Has Arrived: Jungle Carnival Night

To showcase the diverse charm and stage presence of the contestants, this year's Contestants' Night will feature a second surprise appearance following the talent performances.

Styling Theme: The Queen Has Arrived: Jungle Carnival Night

Theme Concept:

Inspired by the African jungle, this theme blends untamed wildness with regal elegance, encouraging each contestant to transform into the Jungle Queen of her own kingdom. Whether in animal-inspired costumes, tribal designs, indigenous elements, or fantastical forest fashion, all creative expressions are welcome. Contestants are encouraged to embody their most unique and powerful queenly image.

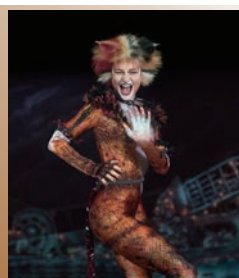
Suggested Styling Directions:

- Anthropomorphic African Wildlife (e.g., lion, leopard, zebra, flamingo)
- African Tribal Style (feathers, body paint, beads, totems)
- Indigenous Fusion (incorporating multicultural ethnic elements)
- Fantasy Jungle Aesthetics (with metallics, sequins, masks, and high-fashion details)

Judging Reference Criteria (Unofficial)

- ✦ Relevance to the theme
- ✦ Stage presence and creativity
- ✦ Completeness of styling, including hair and makeup

Contestants are required to change quickly into their themed outfit immediately after the talent performance and prepare for a stunning second entrance to dazzle the audience!



Award Categories

Main Titles (per group)

👑 Champion × 3 👑 1st Runner-up × 3 👑 2nd Runner-up × 3

(3 groups in total: Socialite Group, Glamorous Group, and Elegant Group → Total: 27 awardees)

Special Awards (selected recipients)

👑 Best Qipao Style Award 👑 Best Stage Performance Award

👑 Online Popularity Award (determined by online voting)



Submission Guidelines for Semi-Final Materials

Information Submission & Photo Shooting Requirements for Semi-Finalists

To maintain a consistent visual style for the competition and ensure high-quality output for large-scale printing, promotions, and on-site displays, all contestants are required to prepare and submit materials according to the following guidelines:

✦ Portrait Photo Shooting & Submission Requirements

✦ Evening Gown Photos – 2 Full-Body Shots

Theme Attire: Formal evening gowns, such as mermaid, ball gown, or fitted styles.

Recommended Materials: Sequins, lace, tulle, satin, and other high-quality fabrics.

Avoid Styles: Short dresses, see-through or overly revealing outfits, and casual wear.

Shooting Content: Full-body standing poses showcasing confidence and presence.

Background Requirement: Use a solid color background (white, gray, or black recommended); avoid cluttered settings.

Makeup & Hairstyling: Makeup: Stage-ready, with contoured features and defined lips and eyes.

Hair: Updos or sleek, neatly styled long hair.

Avoid messy styles.

Accessories: Earrings, rings, and other accessories are allowed but must match the overall look.

Photo Specifications: Resolution: 300 dpi, with a minimum of 3000 pixels on the shortest side

File Format: JPG

Filename Format: FullName_EveningGown1.jpg,
FullName_EveningGown2.jpg