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Designers-in-Residence (DIR) School Application 2012

The Program:

The **Philadelphia Fashion Incubator (PFI)** at Macy's Center City is designed to provide four (4) emerging Philadelphia-based designers with the resources - including workspace, curriculum, and mentoring - to launch their fashion businesses.

Throughout the course of one year, the **Designers-in-Residence (DIR)** will be required to attend and complete a mandatory core curriculum of workshops and seminars focused on business development and garment production. Conducted at both **PFI** as well as at off-site locations, these workshops are essential to the **PFI** program and attendance is mandatory. At the time of acceptance, a calendar with proposed monthly workshop dates for the year will be provided. These dates are subject to change, and the **DIR's** adjust their schedules accordingly.

The **DIR's** will be provided with office space, including basic computers and basic software; a workshop room with sample production space, as well as a shared conference room/showroom space. **DIR's** will receive mentoring from Philadelphia-based designers and feedback from Macy's at Center City merchant team along with a number of press and event opportunities.

The **Philadelphia Fashion Incubator** will support talent that understands the program is a business proposition, not merely a creative opportunity.

The Incubator program will begin **March 1, 2012**. The **Designers-in-Residence (DIR)** are expected to complete the full year and are limited to their one-year term in residence. After the year, alumnae are encouraged to stay connected through various programs and events.

Eligibility:

Applicants seeking admission to the **Philadelphia Fashion Incubator** at Macy's Center City are required to:

- Reside in the Philadelphia Region: 8 county area includes Philadelphia, the 4 PA Counties (Montgomery, Chester, Delaware and Bucks) and NJ - Camden, Gloucester, Burlington.
- Be 21 years of age or older.
- Provide a **minimum** of five (5) images of your garments. Ideally work that best reflects your vision for your brand. If called back for an interview, plan to show at least these samples but preferably more.
- Either plan to start, or have already started (0-3 years), a fashion business in the City of Philadelphia.
- Submit a non-refundable application fee of \$75.00.
- Be able to commit to **PFI** completely, utilizing all available resources, similar to a full-time job (35-40 hours a week).

Ineligibility:

Designers who are ineligible to apply to this program:

- Established designers who have been in business for more than 3 years.
- Students.
- Those specializing in accessories or shoes.
- Designers that have businesses located outside of the City of Philadelphia, or who plan to establish a business outside of the City of Philadelphia.
- Those who cannot commit to the Incubator on a full-time basis, utilizing the office, workshop and studio space at the Macy's in center city for a period of one year.
- Those who cannot attend the full curriculum of workshops.

Judging Criteria:

The **PFI** Board and a team of industry professionals will judge **PFI** applicants based on the below criteria. **Designers-in-Residence (DIR)** should:

- Have the ability to commit to **PFI** completely, utilizing all available resources, with the intent to launch their businesses as a full-time career.
- Have a strong vision for their collection and/or a great business concept.
- Demonstrate the highest level of responsibility and dedication to both the program and their business.
- Demonstrate a manageable level of financial ability to fund their new businesses (\$15,000+).
- Have the ability to work well with others with the desire and flexibility to engage in and be respectful of the program's many collaborations.
- Understand that while we are here to provide resources and help **DIR's** establish their businesses, ultimately, **DIR's** are responsible for each and every aspect of beginning, operating, and growing their individual companies.
- Understand that we cannot help teach design. We do our best to provide the resources to help lay a proper business and production foundation for our **DIR's**.

Submission, Timeline and Fees:

The Application **MUST** be submitted to the **PFI** review panel in **BOTH PRINTED AND ELECTRONIC** format.

Email to: elissa@PhiladelphiaFashionIncubator.com
SUBJECT: FIRST and LAST NAME PFI Application

Mail To:

The Philadelphia Fashion Incubator at Macy's Center City
Attn: Elissa Bloom
1300 Market Street, 3rd Floor
Philadelphia, PA 19107

The application along with a non-refundable application fee of \$75 must be received by **Tuesday, January 10, 2012.**

Payment can be received via check along with the printed application. Please make your check payable to **Philadelphia Fashion Incubator.**

Any questions regarding the application may also be submitted to elissa@PhiladelphiaFashionIncubator.com.

All applicants selected to continue in the application process will be expected to be available to participate in an in-person interview with the PFI review panel for approximately 30 minutes to be scheduled between **February 1st and February 15th.** You must be prepared with at least five but preferably more samples that best define the collection you plan to launch while at the Incubator.

The four chosen **DIR's** will be notified by mid-February 2012, publicly announced in March 2012. Chosen **DIR's** will promise to keep their acceptance private until the public announcement date TBD. **DIR's** will be expected to be involved in Incubator activities and events beginning as early as February 2012. **Move-In will be on Thursday, March 1, 2012.**

Designer Checklist:

Please be sure you have sent the following:

- Application **both Printed and Electronic.**
- \$75 non-refundable Application Fee via mail.
- Resume **both Printed and Electronic.**
- Images of a minimum of at least five garments in a press kit, look book, line sheet or similar format. **Both Printed and Electronic.**
- Two Letters of Reference **both Printed and Electronic.**

**The Philadelphia Fashion Incubator at Macy's Center City
2012 Application:**

Introduction – To help us with the application process, please complete this preliminary page. Be sure to fit your answers and images on one sheet (You may re-format the sheet to fit larger images). The complete application will follow.

1. **Name:** _____

2. **Name of Business/Planned business:**

3. **Website or Blog:** _____

4. **Telephone No. :**

5. **Email Address:** _____

Describe your collection in 300 words or less.

Please paste five images from your collection in the spaces below:

IMAGE 1

IMAGE 2

IMAGE 3

IMAGE 4

IMAGE 5

General Information:

1. Name: _____
2. Mailing Address: _____
3. Date of birth:

4. Telephone No. :

5. Email Address: _____
6. Would you like to join the PFI email list for updates on events and resources (Solely for informational purposes, does not affect eligibility). Yes or No: _____

Business or Planned Business Information:

1. Name of Business/Planned Business:

2. Do you have a Website or Blog: _____
3. Status of Business (i.e. C-corp., S-corp., LLC, LLP, Sole Proprietorship, Partnership, or not yet registered. Does not affect eligibility):

4. Will you be a woman-owned or minority-owned business? (Solely for informational purposes, does not affect eligibility). Yes or No:

5. Describe the type of product you produce or plan to produce from the following list:

- contemporary womenswear
 - contemporary menswear
 - eveningwear or bridal
 - children's wear or infant wear
 - knitwear/crochet
 - streetwear or clubwear
 - work wear or uniforms
 - blanks or printables
 - sportswear
 - undergarments/foundation wear
 - maternity
 - other (please describe)
-

6. What will distinguish your line from everything else in the market?
(30 words min.)

7. Describe your target market (including age, gender, career, lifestyle etc.) (30 words min.):

8. What is your intended or current channel of distribution (direct to consumer, specialty stores, department stores, online etc.) (30 words min.):

9. Who is your competition? (30 words min. attachments accepted):

10. Are you currently employed? If Yes, Where?

11. List any awards or notable press coverage: (attachments accepted)

12. What plans do you have in place to fund and budget for your business during your year in residence? (budget attachments accepted)

13. If accepted, what do you hope to achieve or gain from this experience? (30 word min.)

14. Please write a short essay about your business and how you see it growing within the next five years. Some key elements could be - identifying your strengths and weaknesses as a designer/business owner, explaining why you have chosen to produce this particular

product or line, and discussing the opportunities you foresee resulting from your participation in this program. (Attach Essay: min. 750 words).

Thank you for applying to the 2012 residency at the **Philadelphia Fashion Incubator** at Macy's Center City. We wish you the best of luck.