



## Designer in Residence Application 2015

### **The Designer in Residence (DIR) Program:**

The DC Fashion Incubator at Macy's at Metro Center (DCFI) is designed to provide six (6-10) emerging DC-based designers and international designers with the resources - including work space, curriculum, and mentoring - to launch their careers in fashion.

Throughout the course of one year's time, 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 design production. Conducted at both DCFI as well as at off-site locations, these workshops are essential to the DCFI program and attendance is mandatory. At the time of acceptance, a calendar with proposed workshop dates for the year will be provided with at least two workshops per month. These dates will be subject to change, and the DIR must be ready to adapt to these changes as **absences will not be tolerated**.

The DIR will be provided with office space, including basic computers and basic software and digital application if necessary (CAD, Photoshop, Digital Color Theory, Digital Illustration etc); a workshop room with sample production space; as well as a shared conference room/showroom space. DIR will receive mentoring from DC-based designers and DCFI Advisory Council (see business plan) and feedback from Macy's DC-based merchant team along with a number of press and event opportunities. DIR will be charged a nominal rent of \$250 per month to cover operating expenses unless the project is fully-funded by sponsorship then monthly rent will be waived.

The Incubator program will begin its first year in March 2015. (FY15) The Designers in Residence are expected to complete the full year and are limited to their one-year term to remain in residence. After the year, alumni are encouraged to stay connected through various programs and events.

### **Eligibility:**

Applicants seeking admission to the DC Fashion Incubator at Macy's at Metro Center are required to:

- Reside in District of Columbia.
- Be 21 years of age or older.
- Provide a **minimum** of three (3) images of your designs (ex. garments, jewelry, shoes, handbags, décor). 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, a fashion business in the City of District of Columbia.
- Submit a non-refundable application fee of \$75.00.

- Be able to commit to DCFI completely, utilizing all available resources, similar to a full-time job.

### **Ineligibility:**

Designers who are ineligible to apply to this program:

- Established designers who have been in business for more than 7 years.
- No Students.
- Designers that have businesses located outside of the City of District of Columbia unless an international partner or who plan to establish a business outside of the City of District of Columbia.
- Those who cannot commit to the incubator on a full-time basis, utilizing the office, workshop and studio space at the Macy's at Metro Center for a period of one year.
- Those who cannot attend the full curriculum of workshops, at least two sessions per month.
- Those who cannot fund their new businesses and pay the \$250 monthly rent.

### **Judging Criteria:**

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

- Have the ability to commit to DCFI 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 both fund their new businesses and pay the \$250 monthly rent.
- 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 establish their businesses, ultimately, DIR are responsible for each and every aspect of beginning, operating, and growing their individual companies.
- Understand that we cannot help teach design that we do our best to provide the resources to help lay a proper business and production foundation for our DIR.

### **The Associate Designer (AD) Program:**

If not accepted as a Designer in Residence (DIR) you may be eligible for the DCFI Associate Designer (AD) Program.

- A year long preparatory program for that encourages re-application to the DIR program in the following year.
- Includes quarterly workshops, roundtables, and access to workspace on an appointment basis.
- Designers share resources while connecting with other local designers and organizations.
- \$100 monthly fee

## Submission, Timeline and Fees:

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

**Email to:** [info@dcfashionfoundation.org](mailto:info@dcfashionfoundation.org)

**SUBJECT:** FIRST and LAST NAME DCFI Application

### Mail To:

**The DC Fashion Incubator at Macy's Metro Center**

**Attn: Christine Brooks-Cropper**

**1201 G Street NW, 4<sup>th</sup> Floor**

**Washington, DC 20005 and to**

**1629 K Street NW Ste 300**

**Washington, DC 20006**

### **Applications deadline has been extended to February 20, 2015**

The application along with a non-refundable application fee of \$75 must be received by January 20, 2015.

Payment can be received via [www.dcfashionfoundation.org](http://www.dcfashionfoundation.org) click on DCFI@Macy's registration or send along with the printed application. If paying with check, make your check payable to **DC Fashion Foundation** and mail to:

The DC Fashion Foundation

Attn: Christine Brooks-Cropper/DCF@Macy's

1629 K Street NW Suite 300

Washington, DC 20006

**Any questions regarding the application may also be submitted to**

**[ChristineBC@dcfashionfoundation.org](mailto:ChristineBC@dcfashionfoundation.org)** . You can also reach DCFI by phone at 202-355-3929.

All applicants selected to continue in the application process will be expected to be available to participate in an in person interview with the DCFI review panel for approximately 30 minutes to be scheduled between **January 20<sup>th</sup> and February 10<sup>th</sup>**. **You must be prepared with at least three but preferably more samples that best define the collection you plan to launch while at the Incubator.**

The six-ten chosen DIR and 12 chosen AD will be privately announced at the mid of February 2015 at Macy's New York Fashion Week event, publicly announced in DC March 2015. Chosen DIR and AD will promise to keep their acceptance private until the public announcement in March of 2015. DIR and AD will be expected to be involved in incubator activities and events beginning as early as February 10, 2015. **Move-In for DC DIR March 2015 and International DIR June 2015.**

## Designer Checklist:

Please be sure you have sent the following:

- Application **both Printed and Electronic.**
- \$75 non-refundable Application Fee via mail or DCFI website.
- Resume **both Printed and Electronic.**
- Images of a minimum of at least three designs in a press kit, lookbook, line sheet or similar format. **Both Printed and Electronic.**

- Two Letters of Reference **both Printed and Electronic.**

**The DC Fashion Incubator at Macy's Metro Center  
2015 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:** \_\_\_\_\_

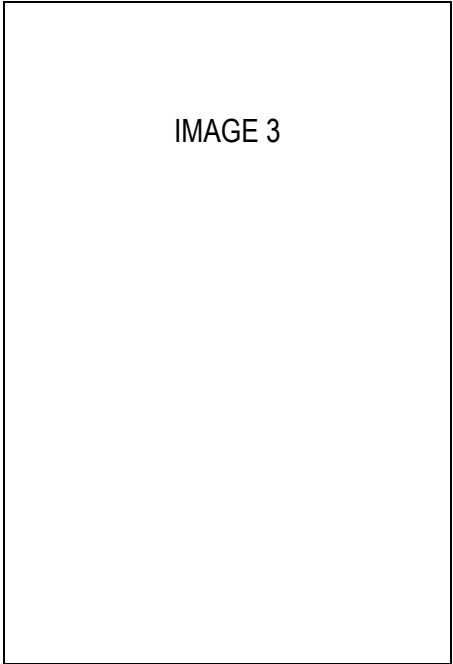
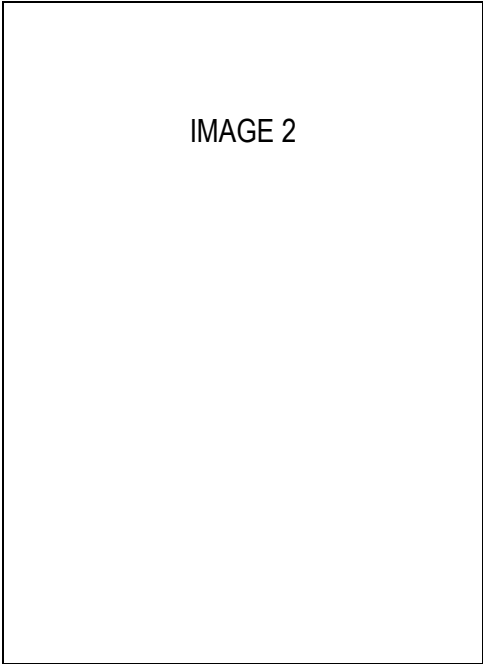
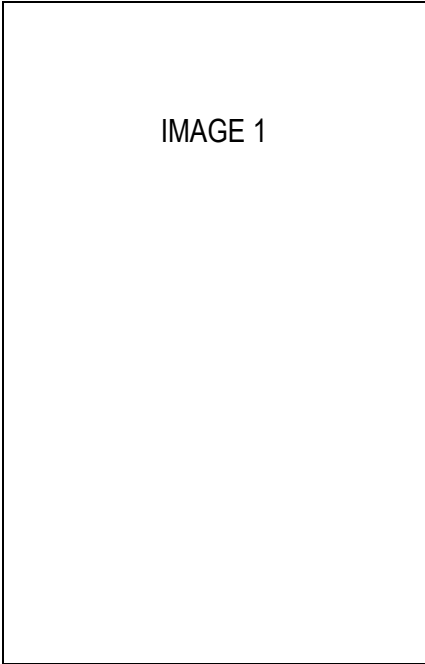
**Describe your collection in 300 words or less.**

---

---

---

**Please paste three images from your collection in the space below:**



**General Information:**

1. Name: \_\_\_\_\_
2. Mailing Address: \_\_\_\_\_
3. Birthdate: \_\_\_\_\_
4. Telephone No. : \_\_\_\_\_
5. Email Address: \_\_\_\_\_
6. Would you like to join the DCFI 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
  - jewelry
  - handbags
  - accessories
  - shoes
  - 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.):

---

---

---

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

---

---

---

9. Are you currently employed? If Yes, Where? \_\_\_\_\_

---

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

---

---

11. What plans do you have in place to fund and budget for your business during your year in residence, including the \$250 monthly fee? (budget attachments accepted)

---

---

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

---

---

---

**13. 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).**

---

---

---

---

---

---

---

---

---

---

**14. Attach to the application:**

**a. Resume**

**b. Most recent press kit and/or lookbook, line sheets, or images of your work. Be sure to include at least three images of your designs that most directly reflect your intended product offering for the line you will design while in residency.**

**c. Two Letters of Reference (please include reference contact information) from either past school instructors, fashion industry contacts or employers.**

Thank you for applying for the 2015 residency at the DC Fashion Incubator at Macy's Metro Center. We wish you the best of luck.