



## Designer in Residence Application 2016

### **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 metro area-based designers and international designers with the resources - including work lab, 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 garment production.** Conducted at both DCFI as well as at off-site locations, **these workshops and seminars are essential to the DCFI program and attendance is mandatory.** At the beginning of the program, a calendar with proposed workshop & seminar dates for the year will be provided, with at least two workshops/seminars per month. These dates might be subject to change, and the DIR must be ready to adapt to these changes as **absences are unacceptable.**

The DIR will be provided with a work station, a collective sample production space with sewing machines, sewing supplies & equipment; as well as a shared conference room/showroom space. The DIR will receive mentoring from fashion design professionals, fashion designers and DCFI Advisory Council, as well as feedback from Macy's Corporate and Macy's DC-based merchant team, along with a number of press and event opportunities.

The Incubator program will begin June 1 2016. (FY16) **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.

### **The Eligibility Criteria:**

Applicants seeking admission to the DC Fashion Incubator at Macy's at Metro Center-Designer in Residence program, requirements:

Please note: the Designers in Residence Program is a three phase process.

- Resident of the DC Metro area, Prince George's County, Maryland & Virginia. (Proof of address is required) Accepted forms of proof
- Accepted forms of proof (lease, driver's licenses, passport + two utility bills
- Minimum age 21 or older.

- Must be incorporated in DC and must plan to open a business in the DC Metro area.
- Provide a **minimum** of 3-5 images of your designs. Looks that best express your company's brand.
- Must be able to complete a capsule collection of 6-10 looks by the end of the first quarter. (3 month time)
- Either plan to start, or have already started, a fashion business in the City of the District of Columbia and are looking to expand.
- Be able to commit to DCFI utilizing all resources, similar to a full time job.
- Have professional staff, paid or volunteer, which can devote the time and effort required to accomplish the stated aims of an applicant's design career plans.
- Primary design business based in the United States. (International Designer applicants are exempt)
- Home based businesses qualify.
- Request and submit an application, accompanied by a 350-word biographical statement, which should include a summary of the applicant's design career.
- Submit a non-refundable application fee of \$75.00.

### **Ineligibility Criteria:**

Designers who are ineligible to apply to this program:

- Established designers who have been in business for seven (7) or more years.
- High school students/graduates.
- **Designers that have businesses located outside of the DC Metro Area or designers who plan to establish a business outside of the City of District of Columbia.** (International partners/designers are exempt).
- **Those who cannot commit to the incubator on a full-time basis, utilizing the office, workshop and design studio space** located at Macy's at Metro Center for a period of one year.
- **Those who cannot attend the full curriculum of workshops, two-sessions per month.**
- **Those who cannot fund their new business or sustain their business expenses.**

### **The 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 fund their new business.
- 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 are not here to teach you how to design but we are here to provide the resources to help lay a proper business and production foundation, for our Designers in Residence.

- Understand that the DIR program operates an initial 90-day trial period. Any applicant unable to commit to the full program, during this time, will be release from the program.
- Understand the fashion industry moves at a fast pace and requires your undivided attention. This will be exhibited during the program so please be prepared.

### **The DCFI 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 that encourages re-application to the DIR program in the following year.
- Includes quarterly workshops, roundtables, and access to workspace and machinery on an appointment basis.
- Designers share resources while connecting with other local designers and organizations.
- \$100 monthly fee payable by cashier check or money order.
- Application is available by request only.

#### **Phase 1**

Fashion designers who visit the DC Fashion Foundation (DCFF) website [www.dcfashionfoundation.org](http://www.dcfashionfoundation.org), to complete an application for the DCFI @Macy's Metro Center are required to submit a 350-word biographical statement and affirm his/her eligibility. The DCFI Selection Committee reviews all applications submitted by eligible candidates, and narrows the group to twenty (20) candidates who move on to Phase 2. Applicants who are not invited to continue are notified by email, of the Selection Committee's decision.

#### **Phase 2**

Each of the twenty (20) selected candidates are asked to provide specific information which outlines:

- His/her short-term and long-term business goals and objectives.
- How the DCFI's business mentoring would encourage and enable the applicant to pursue his/her design career plan.
- His/her existing business, including: current infrastructure. (Employees/volunteers-functions filled)
- Consultants, outside advisors, mentors and professional firms/entities that the applicant works with.
- His/her current brand positioning, and where the applicants envisions his/her brand in the future.
- Applicants are asked to submit a portfolio presentation containing work from their latest collections, which includes sketches, photos, editorial photos, and/or videos.

#### **Phase 3**

Eight (8) finalists are interviewed face to face, and must make a presentation of five to eight (5-8) looks from past, present and upcoming collections to, the DCFI Selection Committee. Samples are reviewed for quality, fabrication, details, and finishing. The

interview also includes an assessments of the business mentoring need of each of the applicants. Additional information may be requested.

### **Submission, Timeline and Fees:**

The application **MUST** be submitted to the DCFI review panel in **ELECTRONIC** format or **MAILED**. If mailed please add tracking.

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

**SUBJECT:** FIRST and LAST NAME - DCFI Application (ex: Beverly Monroe-DCFI Application)

The application along with a non-refundable application fee of \$75 must be received by February 29, 2016.

Payment can be received online via [www.dcfashionfoundation.org](http://www.dcfashionfoundation.org).-click on DCFI @Macy's registration or mail a cashier check or money order along with the application.  
Make payable to: **DC Fashion Foundation**,

Mail to:

The DC Fashion Foundation

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

1629 K Street NW Suite 300

Washington, DC 20006

**Any questions regarding the application may also be submitted to**  
[info@dcfashionfoundation.org](mailto:info@dcfashionfoundation.org) (subject line-Shaka King DIR 2016)

All applicants selected to continue in the application process, are expected to participate in a face to face interview with the DCFI Selection Committee, for approximately 30 minutes to be scheduled **March 10<sup>th</sup> thru March 24<sup>st</sup>**.

**Applicant must be prepared with at least five-eight (5-8) samples that best define the collection you plan to launch, while at the Incubator.**

The DCFI @Macy's Metro Center-Designers in Residence will be announced at the end of May during the Designers in Residence 2015 Closing Ceremony. DIR of the 2016 program are expected to be involved in incubator activities & events beginning as early as mid-May, 2016.

**Move-in for DC Designers in Residence starts May 29, 2016 and the International Designers in Residence July 2016.**

### **Designer Checklist:**

Please be sure you have sent the following:

- Application **electronic**.
- \$75 non-refundable application fee via mail or DCFF website.
- Resume **electronic**.
- Images of a minimum of at least three designs in a press kit, lookbook, line sheet or similar format, **electronic**.
- Two Letters of Reference **electronic**.
- **All of the above can be mailed in as well.**

**The DC Fashion Incubator at Macy's Metro Center  
2016 Application:**

**Introduction** – Please complete this preliminary page. The complete application will follow.

1. **Name:** \_\_\_\_\_
  
2. **Name of Business or planned business name:** \_\_\_\_\_
  
3. **Website/Blog/Instagram/Facebook/Tumblr:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
  
4. **Telephone No. :** \_\_\_\_\_
  
5. **Email Address:** \_\_\_\_\_
  
6. **Describe your collection in 350 words or less. (please attached separately)**

<b>Please attach three images from your collection. (8x10 images attach separately)</b>
-----------------------------------------------------------------------------------------

IMAGE 1

IMAGE 2

IMAGE 3

**General Information:**

1. Name: \_\_\_\_\_
2. Mailing Address: \_\_\_\_\_
3. Birthdate: \_\_\_\_\_
4. Social security (last four only): \_\_\_\_\_
5. EIN #: \_\_\_\_\_
6. Telephone No. : \_\_\_\_\_
7. Email Address: \_\_\_\_\_
8. If you like to join the DCFI email list for updates on events and resources please supply an email. \_\_\_\_\_

**Business or Planned Business Information:**

1. Name of Business/Planned business: \_\_\_\_\_
2. Website: \_\_\_\_\_
3. List your social media & handles:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

---

---

4. Please select the status of your business: (Sole Proprietorship, Corporation, C-corporation, S-corporation, Limited Liability Company, Limited Liability Partnership, Partnership, or Not yet registered. (answer does not affect eligibility)

---

---

5. Are you incorporated in the District of Columbia? Yes or No \_\_\_\_\_  
(answer does not affect eligibility)

6. Are you a woman-owned or minority-owned business? Yes or No \_\_\_\_\_  
(answer does not affect eligibility).

7. Which type of product you produce or plan to produce from the following list below:  
(please check all that apply).

- womenswear
- menswear
- eveningwear
- formal wear
- bridal
- children's wear
- infant wear
- knitwear
- streetwear
- denim
- work wear or uniforms
- blanks or printable
- sportswear
- undergarments/foundation wear
- maternity
- jewelry
- handbags
- accessories
- shoes
- other (please describe) \_\_\_\_\_

5a. Please describe the product you produce or plan to produce from your check list.

**6. What will distinguish your line from everything else in the market?**

**7. Describe your target market, including age, gender, lifestyle etc.**

**8. What is your current or intended channel of distribution: online, direct to consumer, specialty stores, boutiques, pop-up shop, department stores, etc.**

**9. Who is your competition and why?**

**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 your business during your year in residence? (budget attachments accepted)
13. If accepted, what do you hope to achieve or gain from this experience?
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 weakness as a designer/business owner,
  - Explaining why you have chosen to produce this particular product or line.
  - Discuss the opportunities you foresee resulting from you participation in the program. (please attach essay)
15. Please attach your company's logo.
16. Do you sew? Explain\_\_\_\_\_
17. Do you have a sample maker? \_\_\_\_\_
18. Can you make patterns? Yes/No\_\_\_\_\_
19. Do you make your patterns or do you have a patternmaker?
20. Where are your garments produced? (check all that apply)  
Home based studio\_\_\_ Design Studio/Showroom/Office based studio\_\_\_ Factory\_\_\_  
Locally\_\_\_ Overseas\_\_\_ Explain:\_\_\_\_\_
21. Please attach to the application:
- Resume or Designers Timeline
  - Most recent press kit and/or lookbook
  - Two letters or recommendations from fashion industry professional, educational

**contacts, employer or retail accounts.**

Thank you for applying for the 2016 residency at the, DC Fashion Incubator @Macy's Metro Center. We wish you the best of luck.