



Public Program Application

The Public Program

The DC Fashion Incubator at Macy's Metro Center (DCFI) is the premier program of the DC Fashion Foundation, a 501(c)(3) non-profit organization supporting the fashion business community in the Washington, DC area. In addition to its intensive, two-year Designer-in-Residence program, DCFI also offers a Public Program **open to all stakeholders in the DC fashion industry**. The Public Program's **seminars encourage and equip talented local professionals to maintain and grow their businesses** in the Washington, DC area. It also opens **opportunities for them to demonstrate their work and build connections** with local fashion professionals and enthusiasts.

The Public Program offers **a track for designers, a track for business leaders, and a hybrid track**. Our designer track is focused on equipping designers with the skills and knowledge to develop their unique talents. Our business leader track offers guidance on establishing, operating, and growing a company in the fashion industry. The hybrid track is well suited to designers or other creatives who either have built or are preparing to build a business.

In addition to accessing seminars, designers in the Public Program will participate **in select shows in our Fashion Showcase Series**. Their name, and their company name, may also be **featured on our website or other materials** in order to bring awareness to their business from other D.C.-area fashion industry professionals and enthusiasts.

Designers who complete the Public Program should emerge with a better understanding of their craft and industry; build valuable and diverse connections; and share their vision with the community.

Submission, Timeline, and Fees

Each applicant must submit **the items below** in electronic format, via email to info@dcfashionfoundation.org. Use the subject line: "[FIRST AND LAST NAME] – DCFI Public Program Application."

- Required: The application form below
- Optional: Any supplemental materials deemed necessary
- Optional: A resume and/or designer timeline
- Optional: The designer's most recent press kit and/or look book

Each applicant must also submit a **non-refundable \$25 application fee**. Payment may be sent online at www.dcfashionfoundation.org under "Incubator." Alternatively, applicants may mail a cashier check or money order payable to DC Fashion Foundation to:

The DC Fashion Foundation
Attn: Christine Brooks-Cropper/DCFI at Macy's
1629 K Street NW, Suite 300
Washington, DC 20006

Timelines vary and will be updated on our website, www.dcfashionfoundation.org. In general:

- Application acceptance periods close in the Winter-Spring prior to the DCFI program start

- DIRs are selected in the Spring-Summer prior to their residency, and they may be asked to keep this news private until a date set by DCFI leadership.
- DIRs may be asked to attend a variety of events prior to the start of their residency.

All applications are subject to review by leadership at the DC Fashion Foundation writ large and the DC Fashion Incubator. All eligible designers will be called in for a “Designer Collection Review.” Designers called to these sessions should bring their collection or samples for review by the Director of the DC Fashion Incubator. Designers should be prepared to speak about their company’s direction, brand, marketing, and social media and web presence.

The Foundation’s leadership will notify designers via email of the final decision on their application.

Please send questions on the application submission process to info@dcfashionfoundation.org or call (202) 355-3929.

The DC Fashion Incubator at Macy's Metro Center Public Program Application

Instructions

Complete the application by either:

- Directly editing this PDF with text boxes and images.
- Copying-and-pasting the questions into a Word document and typing your answers.
- Printing this document, hand-writing answers, and scanning your completed application to convert it into an electronic format.

Introduction

Name

Name (or planned name) of business

Business URLs (if applicable)

Website

Blog

Instagram

Facebook

Twitter

LinkedIn

Other sites

Phone

Email

Mailing Address

Birth date

Last four digits of social security number

EIN:

Optional: Email address to receive DCFF newsletter and updates

Describe your collection in no more than 350 words. (Please use a separate document, not this application, and attach this description to your application email).

Below or in a separate document, please attach three images from your collection.

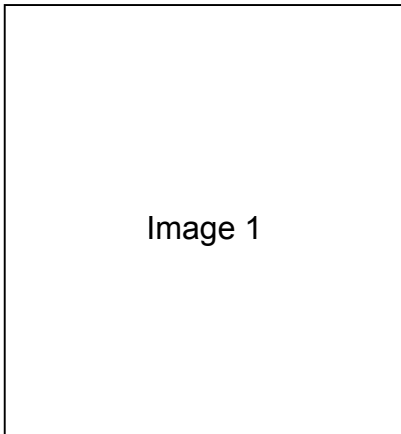


Image 1

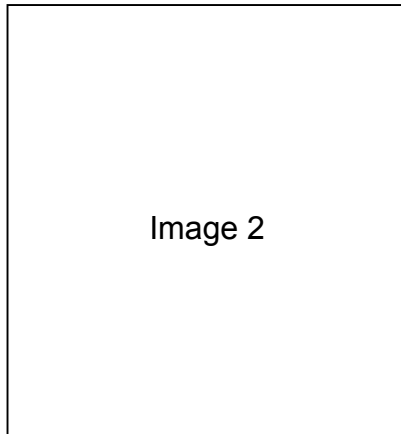


Image 2

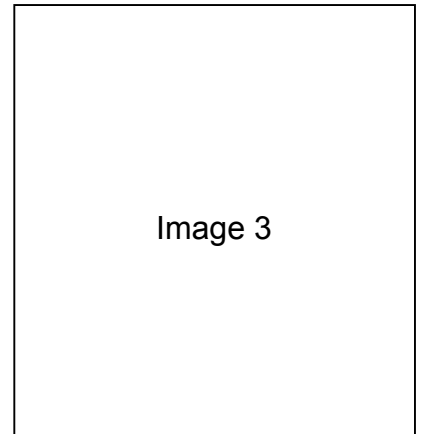


Image 3

Business or Planned Business Information

Please bold or circle: Mark the status of your business. Note that DCFI welcomes businesses in a range of formats and stages of development.

- Sole Proprietorship
- Corporation
- C-Corporation
- S-Corporation
- Limited Liability Company
- Limited Liability Partnership
- Partnership
- Not Yet Registered

Please bold or circle: Are you incorporated in the District of Columbia? Note that your answer will not impact your eligibility to enter the Public Program.

- Yes
- No

Please bold or circle: Is your business woman-owned or minority-owned? Note that your answer will not impact your eligibility to enter the Public Program.

- Yes
- No

Please bold or circle: Which broad category best describes the type(s) of products that you currently produce or plan to produce? Please note all that apply.

- Womenswear
 - Menswear
 - Accessories
 - Jewelry
 - Shoes
 - Other (please specify):
-

Please bold or circle: Which more specific type(s) of products do you currently produce or plan to produce? Please note all that apply.

- Athleisure
 - Blanks or printable
 - Bridal
 - Denim
 - Dresses
 - Children's clothing
 - Coats
 - Eveningwear
 - Formal wear
 - Infants' clothing
 - Knitwear
 - Limited editions
 - Maternity
 - Minimal
 - One-of-a-kind
 - Outerwear
 - Sportswear
 - Tailored sportswear
 - Logo active sportswear
 - Street wear
 - Suits
 - Undergarments/ foundation wear
 - Women's separates
 - Work wear or uniforms
 - Other (please specify):
-

Please bold or circle: During which seasons do you release a collection? Please note all that apply.

- Spring/ Summer
 - Fall/ Winter
 - Other (please specify):
-

- Please note: How many looks per season do you release?
-

Please bold or circle: Where and how are your designs produced? Please note all that apply.

- Home-based studio
 - Design studio, show room, or office
 - Local production
 - Factory production
 - Overseas production
 - Comments (optional):
-

Please bold or circle: Beyond your fashion business, are you currently employed?

- Yes – Please specify employer name and your position
-

- No

Incubator Aspirations

If accepted, what do you hope to achieve or gain from this experience?

Please write a short essay about your business and how you see it growing in the next five years. Key elements may include:

- Explaining why you have chosen to produce this particular product or line.
- Identifying your strengths and areas for development as a designer or business owner.
- Discussing the opportunities you foresee resulting from your participation in this program.

Please use a separate document, not this application, and attach your answer to your application email.

When submitting your final application to info@dcfashionfoundation.org, please be sure to include the following items. Also, please remember to submit your non-refundable \$75 application fee.

- The application form above
- Answers to application form questions that required a separate document
- Any supplemental materials deemed necessary
- A resume and/or designer timeline
- Your most recent press kit and/or look book
- Two letters of recommendation from fashion industry contacts, an employer, or accounts

Thank you for applying to the DC Foundation Foundation's premier program, the DC Fashion Incubator at Macy's. We look forward to reviewing your application and wish you luck. As you await our decision, we encourage you to explore and consider all of our