



CHICAGO FASHION INCUBATOR

at macy's on state street

Designer in Residence Application 2010-2011

The Program:

The Chicago Fashion Incubator at Macy's on State Street (CFI) is designed to provide six (6) emerging Chicago-based 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 garment production. Conducted at both CFI as well as at off-site locations, these workshops are essential to the CFI 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 computers and software; a workshop room with sample production space and a resource section; as well as a shared conference room/showroom space. In addition, the DIR will receive mentoring with Macy's Chicago-based merchant team, the Chicagoland Entrepreneurial Center's Stitches Fashion Program, as well as with other fashion industry professionals. While there is no charge for the education, the DIR will be charged a nominal fee of \$250 per month to cover operating expenses.

The Incubator program will begin its third year in March 2010. 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 alumni designers may continue to take advantage of the workshops and seminars at a discounted rate.

Eligibility:

Applicants seeking admission to the Chicago Fashion Incubator at Macy's on State Street are required to:

- Reside in the Chicagoland Area - which includes the following counties: Cook, DuPage, Kane, Kendall, Lake, McHenry and Will.
- Be 21 years of age or older.
- Complete this application in full and submit it via email by November 16, 2009 5pm CST .
- Provide a minimum of three (3) samples of work from a past or current collection.
- Either plan to start, or have already started, a fashion business in the City of Chicago.
- Submit an application fee of \$75.00.
- Be able to commit to CFI completely, utilizing all available resources, similar to a full-time job.

Ineligibility:

Designers who are ineligible to apply to this program:

- Established designers and current fashion design students.
- Those who have not completed a collection for at least one season.
- Those specializing in accessories or shoes.
- Those whose design business is located outside of the City of Chicago, or designers who plan to launch a business outside of the City of Chicago.
- Those who cannot commit to the incubator on a full-time basis, utilizing the office, workshop and studio space at the Macy's on State Street for a period of one year; or
- 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.

Timeline:

This application is due no later than **Monday November 16, 2009 at 5:00 pm CST.**

It **MUST** be submitted to the CFI review panel electronically.

Email to: cfidirector@gmail.com

SUBJECT: CFI Application First Name Last Name .

An application fee of \$75 must be received by November 16, 2009.

Make your check payable to **Chicago Fashion Development** and mail to:

The Chicago Fashion Incubator at Macy's on State Street
Attn: Lara Miller
111 N. State Street
Chicago, IL 60602

Any questions regarding the application may also be submitted to cfidirector@gmail.com.

All applicants selected to continue in the application process will be expected to be available **December 1st through December 11th** to participate in a face-to-face interview with the CFI review panel.

The six chosen designers will be announced at the end of **December 2009** and will be expected to be involved in incubator activities and events beginning on **Monday February 1, 2010**. **Move-In will be on Monday March 1, 2010.**

General Information:

1. Name: _____

2. Mailing Address: _____

3. Telephone No. : _____

Cell Phone No: _____

4. Email Address: _____

Business or Planned Business Information:

1. Name of Business/Planned business: _____

2. Status of Business (i.e. C-corp., S-corp., LLC, LLP, Sole Proprietorship, Partnership): _____

3. Will you be a woman-owned or minority-owned business? Yes or No: _____

4. Please describe the type of product you produce or plan to produce from the following list:

- contemporary womenswear
- contemporary menswear
- eveningwear or bridal
- childrenswear
- streetwear or clubwear
- sportswear

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

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

7. 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. Please list any awards or notable press coverage: (attachments accepted)

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

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

13. Please attach to application:

- a. Resume
- b. Most recent press kit (including any photos of most recent collections)
- c. Two Letters of Reference (please include reference contact information from either past school instructors, fashion industry contacts or (former) employers)

14. Please write a short essay about your business and how you see it growing within the next five years, including: identifying your strengths and weaknesses as a designer/business owner, explain why you have chosen to produce this particular product or line, and discuss the opportunities you foresee resulting from your participation in this program. (Attach Essay: min. 750 words).
