



CHICAGO FASHION INCUBATOR

at macy's on state street

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FOR IMMEDIATE RELEASE

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THE CHICAGO FASHION INCUBATOR AT MACY'S ON STATE STREET IS NOW ACCEPTING APPLICATIONS FOR 2012-2013 DESIGNERS IN RESIDENCE

Applications are due Tuesday, November 8, 2011

CHICAGO (August 25, 2011) – Since 2008, the Chicago Fashion Incubator at Macy's on State Street (CFI) has provided 55 Chicago-based apparel designers with the resources to launch careers in fashion. Today, CFI announces that it is accepting applications for its 2012-2013 Designers in Residence (DIR) program.

The year-long residency, beginning March of 2012, provides six designers with office space, a workshop room with sample production space, as well as a shared conference room/showroom space. In addition to the space, DIR also have opportunities for exposure and participation in events. From runway shows, to meet and greets and sales opportunities CFI offers a variety of fashion events for DIR to participate in. Beyond the exposure, DIR receive mentoring from industry and business professionals along with a tailored curriculum offered by community leaders, industry experts and fashion insiders. Sharing the floor with Macy's Chicago-based merchant team also provides the unique opportunity for the designers to receive feedback at an annual Macy's staff open house and through additional events. A mandatory core curriculum of workshops and seminars focusing on business development helps the designers further their careers in fashion. There is no cost for CFI professional development, however DIR are expected to pay \$250.00 a month fee to cover operating expenses.

"The Chicago Fashion Incubator at Macy's on State Street contributes to building and sustaining a successful fashion community in the city by providing CFI Designers with the tools and the resources necessary to launch thriving businesses," stated Lara Miller, CFI Executive Director.

To be eligible for acceptance into CFI, applicants are required to reside in the Chicagoland area (Cook, DuPage, Kane, Kendall, Lake, McHenry and Will counties); be 21 years of age or older; provide a minimum of three images of their work which reflects the vision of the brand; either plan to start, or have already started, a fashion business in the City of Chicago; submit an application fee of \$75.00; and be able to commit to CFI completely, utilizing all available resources, similar to a full-time job for a full year.

Students; established designers in business for more than three years; designers that specialize in accessories and shoes; and designers with businesses located outside the City of Chicago or those who have plans to establish fashion businesses outside of Chicago, are not eligible to apply for CFI.

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If not accepted as a DIR, a designer may be eligible to be a part of CFI as an Associate Designer (AD). This year-long preparatory program is open to 12 designers and includes quarterly workshops, roundtables, and access to workspace on an appointment basis for a \$100 annual fee. Designers chosen for the AD program are encouraged to apply to be a DIR the following year.

To apply for the fifth year of CFI, a designer must submit an application in both electronic and printed formats, along with the nonrefundable \$75.00 application fee no later than Tuesday, November 8, 2011. The application is available at www.chicagofashionincubator.org or by contacting info@chicagofashionincubator.org. The new class of DIR will be announced in February of 2012.

Chicago Fashion Incubator at Macy's on State Street

The Chicago Fashion Incubator (CFI) provides six emerging Chicago-based designers with the resources, needed to launch their careers in fashion. The Designers in Residence (DIR) are required to complete a core curriculum of workshops and seminars conducted at Macy's on State Street for the duration of a one-year period starting in March 2012. CFI also offers an Associate Designers (AD) year-long program for 12 designers to participate in quarterly workshops, roundtables, and access to shared resources. CFI is part of the City of Chicago's Fashion Initiative, which supports and promotes fashion designers living and working in Chicago through events, seminars and City programs. For more information on the CFI, visit www.chicagofashionincubator.org.

City of Chicago's Fashion Initiative

Home to over 400 local fashion designers and 300 independent boutiques, Chicago boasts one of the most creative communities in the country. The City of Chicago's Fashion Initiative, supported by the Chicago Department of Cultural Affairs and Special Events in partnership with the Chicago Office of Tourism and Culture, partners with the city's fashion industry on resources and high-profile events for local designers and independent boutiques to help them gain visibility, learn about the business of fashion, and elevate the industry. For more information on the City of Chicago's Fashion Initiative, visit www.chicagofashionresource.com.

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