

THE CHICAGO FASHION FOUNDATION

Presents the 2nd Annual

Future of Chicago Fashion 2015 Student Business Competition

The Chicago Fashion Foundation (CFF) is a non-profit organization committed to supporting the fashion industry in Chicago. We are comprised of an eclectic mix of professionals and dynamic industry insiders. Our members range from designers to manufacturers to stylists to fashion writers and editors. We all have a strong love of fashion, recognize that Chicago is an incredible city of style and are committed to promoting Chicago's fashion industry. This starts with Chicago fashion students.

Our mission is to provide academic scholarships to Chicago-area college students majoring in fashion related studies.

Following the successes of 7 previous student design competitions, CFF presents the 2nd Annual "Future of Chicago Fashion 2015" business competition. This competition will showcase the many emerging fashion business students in the Chicago area. Those who apply have the opportunity to be awarded an academic scholarship worth \$1500.00. The winner will be announced in March 2015 at the annual scholarship event (location & date TBA).

*The awarded scholarship can ONLY be used for tuition and will be paid directly to the winners' school. The winner will be required to provide proof of enrollment in order for the funds to be released to his/her school. The award money will be sent during the Spring 2014 academic term.

**Business Proposal Essay:
Due Friday January 9th, 2014**

- Write a brief essay of 300 words or less stating career goals and aspirations along with why you believe you should be the recipient of the scholarship.
- Create a product or plan in the fashion industry. This can include: a retail store concept, marketing promotion, store layout, business concept, new retail, internet, catalogue, home fashion or industrial fashion concept or a newly created department in a retail store.

Include a description of retailer, description of the new department, customer profile, mission/vision statement, floor plans, what is your competitive edge, pricing, product assortment, visual merchandising, SWOT analysis and a marketing plan as related to your new product or plan if relevant.

- Essay should be less than five pages and visuals are accepted as additional material within the essay.
- If chosen as a finalist you will move onto the next application round of presenting your business proposal.

**Business Proposal Presentation:
(Date & Times TBD)**

- You will be presenting your Business Proposal to the board members of the Chicago Fashion Foundation using PowerPoint.
- The PowerPoint should highlight your main points of your proposal and should last between 10 and 12 minutes.
- There will be a brief Q&A after your presentation if there are any questions
- Finalist may possibly be featured on location and national tv networks and publications.

Qualifications/Requirements:

-A completed application form must be submitted with essay by email to Kate@ChicagoFashionFoundation.org by Friday, January 9th at 5 pm. All required materials must be turned in on time. All contact details must be current; please include an email that is checked frequently. Attach each document to a single email with a subject line including your first and last name and “CFF 2014 Fashion Business Scholarship Applicant.” Failure to precisely follow submission requirements may result in disqualification for consideration as a finalist.

-Must be enrolled as a student during the 2014-2015 school year at an accredited college or university in the Chicago area. Project MUST be relevant to the fashion industry.

-Must have a minimum cumulative G.P.A. of 3.0. Transcripts must be included with your application. This can be an unofficial transcript.

-Must be (or become) a current member of the Chicago Fashion Foundation. Students can go to: www.chicagofashionfoundation.org and apply for membership at the student cost of \$49.00. Memberships are tax deductible.

A hard copy of your application and a PowerPoint, possibly for presenting to the board, will be required if chosen as a finalist.

THE CHICAGO FASHION FOUNDATION

Future of Chicago Fashion 2015

Student Business Competition

Entry Form

All information is required and must be up-to-date.

Name: _____

Address: _____

City, State: _____ Zip: _____

Email: _____

Phone: _____

Name of School: _____

Major: _____ Current GPA: _____

Current Status In School (2013/2014 year): _____

School Financial Office Address: _____

Address: _____

City, State: _____ Zip: _____

Student ID #: _____

Applications Signature: _____

Date: _____