

Chicago Fashion Foundation

Presents the

Future of Chicago Fashion 2015 Student Design Competition

The Chicago Fashion Foundation (CFF) is a non-profit organization committed to supporting fashion 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. CFF invites students enrolled in fashion design, merchandising, and marketing programs in Chicago-land area colleges and universities to take part in a design competition to win one of three scholarship awards.

Following the successes of 7 previous student design competitions, CFF presents the 8th Annual **"Future of Chicago Fashion 2015."** This design competition will showcase the many emerging student designers in the Chicago area. Those who enter have the opportunity to display their designs to fashion industry professionals and have the opportunity to be awarded an academic scholarship worth \$5000 for first, \$1000 for second, and \$500 for third.

Future of Chicago Fashion 2015 Theme:

Since Chicago is a one-of-a-kind city, we are looking for individuality and creative thinking from the student designers, keeping within the theme for 2015 - "**A City Within A City**" in regards to the Merchandise Mart Chicago. This can include inspiration from its history, current occupants or architecture.

Participants are required to produce one design presentation board and write a supporting essay. If chosen as a finalist, participants must produce one completed look. **"Future of Chicago Fashion 2015"** submissions must focus on a contemporary adaptation of a piece that is inspired by the Merchandise Mart Chicago.

Submissions deadlines are as follows:

Design Presentation Board and Essay:
Monday, October 13, 2014

Completed Looks for Finalists to present to CFF Board:
Monday, February 9, 2015

The Competition:

A panel of respected fashion industry judges and CFF board members will review the entries in 2 phases.

Phase 1: All participants must complete an application, design presentation board, and essay. This will be presented to the board.

Phase 2: Finalists will be invited to showcase their completed entries at the annual March scholarship event (2015). Specific information about this event will be given to the finalists after they have been selected. As stated above, finalists' looks need to be available for review by the CFF board on Monday, February 9, 2015 (date subject to change).

Finalists are required to produce the same look presented on the design presentation board. While judging will focus solely on the garment submissions, designers may use their own shoes and style their look with accessories (such as hats, jewelry or scarves).

Qualifications:

All participants must be enrolled for the 2014-2015 school year at an accredited college or university in the Chicago-land area.

Design and merchandising/marketing majors are eligible to enter the competition.

- All participants must have a cumulative G.P.A. of 3.0 or above as of Fall 2014 to enter the competition. Transcripts must be included with application to verify GPA. These can be unofficial transcripts.
- All participants must be current student members of the Chicago Fashion Foundation. *Students can go to www.chicagofashionfoundation.org and apply for student membership. Cost of membership is \$ 49.00 for students.*
- All participants must be present at the Fashion Focus Chicago Educational Panel on Sunday, October, 2014.
- A completed application form must be submitted with design presentation board and essay.

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Student Design Competition Application

Deadlines:

Design Presentation Boards and Essay:

Monday, October 13, 2014

Design Presentation Boards must be mailed or delivered to the addresses below. While hard copies of essays, application forms, and transcripts may be delivered to accompany design presentation boards, all aforementioned documents (essays, application form, and transcripts) MUST be emailed to Kate Carlson at KCarlson@colum.edu as well. Attach each document to a single email with a subject line including your first and last name and "CFF 2015 Scholarship Applicant." Failure to precisely follow submission requirements may result in disqualification for consideration as a finalist.

Drop Off Locations: (dates ,times and locations subject to change)

*Thursday October 9th(early drop-off): Red Chalk Group, LLC 222 W Adams St. Suite 550
Attn: Leah Christoforidis*

Monday October 13th (final deadline): Columbia College Chicago 618 S Michigan Ave.,
10th Floor Attn: Kate Carlson

If you have any questions about the application process, please contact Kate Carlson at KCarlson@colum.edu.

Finalists will be announced at CFF's Annual Fashion Focus Chicago Educational Panel on a latter Sunday in October. All applicants are required to attend. Details to follow.

Final Ensembles for Scholarship Event preview and/or fittings:

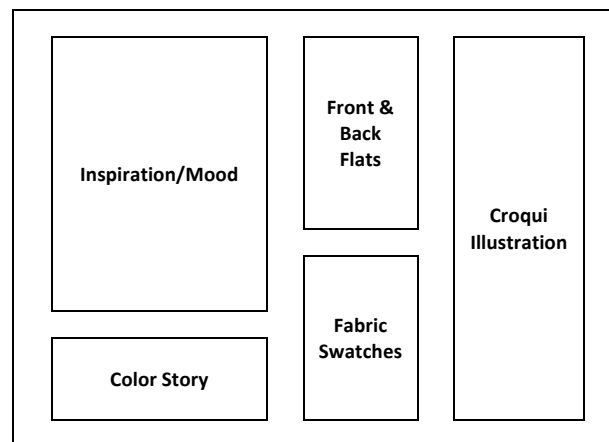
Monday, February 9, 2015 (subject to change).

Requirements:

- 1 Must be enrolled as student during 2014-2015 school year and a design or merchandising major
- 2 Must have a minimum cumulative G.P.A. of 3.0
- 3 Must be (or become) a current member of the Chicago Fashion Foundation; a \$49 student membership is required.
- 4 All required materials must be entered on time and all required elements must be included. Failure to do so may disqualify the participant from moving on as a finalist.
- 5 All contact details must be current; please include an email address which is checked daily or with frequency.

Submissions:

(1) Design Presentation Board: All participants must create a design presentation board that represents a contemporary adaptation using Chicago street style as inspiration. The board must include the following: brief descriptions of any special detailing and inspiration and utilization of the **“TITLE”** theme. Also display fabric swatches and detailed fashion sketches of the proposed ensemble. Please consider the diagram below for the final submission. Standard design presentation boards should be 20"x30". **Applicants may not outsource the production of any component of the storyboard design. Determination that the applicant has outsourced any element will be grounds for disqualification.**



(2) Essay: Write a 1-2 page essay describing why you are the best candidate for the Chicago Fashion Foundation scholarship and title of "Future of Chicago Fashion 2014 Winner." Specifically, answer the following questions: What is your design philosophy? How is your design philosophy seen in your submission? How did you translate this into the 2014 theme? How will you make a unique contribution to the Chicago fashion industry? All essays must be typed, double spaced, and in 12pt Times New Roman font and uphold professional business writing standards for grammar, syntax, and general mechanics.

(3) Look: Only chosen finalists will be required to produce the actual look proposed on the design presentation board. All entries must be a complete look with a minimum of two garments (examples: a combination of a dress, jacket, pants, skirt, blouse, etc.). The designs can be for any season and for either women's or men's RTW but must comply with the theme. Each garment must be a standard size (women's (34" chest, 26" waist, 35" hip or men's height 6'2" chest 38" waist 32", inseam 34")

Additionally, the look must fully clothe a runway model. Garments must be properly finished with facings, linings, hems, closures, etc. **Applicants may not outsource the production of any component of the final garments. Determination that the applicant has outsourced production will be grounds for disqualification.**

(4) Include a completed entry form and attach it to the essay.

(5) Include your most recent transcript highlighting your current G.P.A and enrollment status. This competition is open to all current undergraduate and graduate students who have completed at least one semester in their college program (freshman through senior and graduate students).

Pertinent Information

The awards of \$5000, \$1000, and \$500 will be used for tuition ONLY and will be paid directly to the winners' school(s).

The winners will be required to provide proof of enrollment in order for the funds to be released to his/her school.

The award will be released for use during the Spring 2015 academic term.



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Future of Chicago Fashion 2015 Design Competition Entry Form

Information: **All information is required. Do not leave anything blank.**

Name of Student _____

Address _____

Phone _____ Email _____

Name of School & Major _____

Current Student Status (for 2011-2012 year):

Freshman Sophomore Junior Senior Graduate

Current G.P.A. _____

Title of Entry _____

Applicant Signature _____ Date _____