



## DESIGNER APPLICATION

***Welcome to FWSD2021-This is the 1<sup>st</sup> step to being on the runway!***

Disclaimer: Please, don't be intimidated by these questions! The information on this application will be used to help us find out more about you, your brand, and where your brand as a business is at currently. There are no specific background or business requirements for being a Designer of Fashion Week San Diego. We want to know more about you in order to better understand how we, as an organization, can help support you and your designs, and also how you can be a fit for Fashion Week San Diego. Please **type** out the following application!

### DESIGNER CONTACT INFORMATION

Date: \_\_\_\_\_

Designer's Full Name: \_\_\_\_\_

Brand Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Instagram: \_\_\_\_\_ Facebook: \_\_\_\_\_

Are you based in the San Diego area? \_\_\_\_\_

### DESIGNER BACKGROUND

How many years have you been designing? \_\_\_\_\_

What is your education background?

School: \_\_\_\_\_

Dates Attended: \_\_\_\_\_

Date Graduated: \_\_\_\_\_

Major: \_\_\_\_\_

Have you done fashion shows previously? \_\_\_\_\_

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Have you shown in Fashion Week San Diego before? \_\_\_\_\_

### **BUSINESS DETAILS**

What is the Price Range of your designs? \_\_\_\_\_

Do you have any employees? If yes, then how many do you employ? \_\_\_\_\_

What were your sales in the last year? (Dollar amount)

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Are your designs currently in any store? Please list stores.

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How are you currently producing your designs?

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Please list two references you have done business with.

Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Company: \_\_\_\_\_ Years Known: \_\_\_\_\_

Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Company: \_\_\_\_\_ Years Known: \_\_\_\_\_

**ABOUT THE BRAND**

Check all that apply:

- Women's Wear       Men's Wear       Accessories

Describe your brand using three words: \_\_\_\_\_

What is the grandest vision for your brand?

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What is your design philosophy?

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What are you passionate about? What inspires you?

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What makes you and your design unique?

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Why do you want to be a part of Fashion Week San Diego 2021?

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