



Fashion Week San Diego

**DESIGNER APPLICATION: DUE BY FEBUARY 2015**

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. This will also let us know how you can be a fit for Fashion Week San Diego. Please **Type or Print Clearly** on this application.

**DESIGNER CONTACT INFORMATION**

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

Designer(s) Full Name: \_\_\_\_\_

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

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

City, State, Zip: \_\_\_\_\_

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

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

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

Hash Tag's: \_\_\_\_\_

Social Media Accounts:

1. Twitter: \_\_@\_\_\_\_\_

2. Facebook: \_\_@\_\_\_\_\_

3. Instagram: \_\_\_@\_\_\_\_\_

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

If not are you willing to travel to San Diego for events for FWSD15? \_\_\_\_\_

### **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?

\_\_\_\_\_

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 2013? (Dollar amount range) \$ \_\_\_\_\_

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

\_\_\_\_\_

\_\_\_\_\_

How are you currently producing your designs?

\_\_\_\_\_

\_\_\_\_\_

Please list two references you have done business with:

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

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

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

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

**ABOUT THE BRAND**

Circle all that apply:

Women's Wear      Men's Wear      Accessories      Children's Wear      Other

Describe your brand using three words:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

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 2015?

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