



DESIGNER APPLICATION

Welcome to FWSD2020-This is the 1st 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: _____

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? _____

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)

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

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?

What is your design philosophy?

What are you passionate about? What inspires you?

What makes you and your design unique?

Why do you want to be a part of Fashion Week San Diego 2020?
