NYC DESIGNER APPLICATION

FWSD 2023 Art & Beauty Behind Fashion Application - This is the 1st step to being on the NYC 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 for Fashion Week San Diego's 2023 Art & Beauty Behind Fashion NYC Event. 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 our NYC event. 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: _____

Where are you based out of? _____

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's Art & Beauty Behind Fashion Event in 2023?

_____

_____