



Designer Information & Application  
Package

## **Fashion Fights Poverty (FFP) 2008**

### **Dates**

- Friday, September 26, 2008

### **Location**

- St. Regis Hotel  
923 16th and K Streets, NW  
Washington, DC 20006

### **Industry Participants Include:**

- Designers (Local & International)
- Models
- Retailers
- Buyers
- Press
- Stylists

### **Participating Designers must fulfill the criteria found below:**

- Must exhibit a commitment to raising awareness and/ or actively alleviating issues stemming from global poverty.
- Ethical practices that are encouraged include:
  - Employing fair trade practices.
  - Equitable treatment and compensation of workers.
  - Must not be involved in child labor practices.
  - Use of environmentally-friendly materials.
  - Products are used to fundraise or build awareness of humanitarian issues.
- Designers must present a full collection meeting high standards of design, tailoring, and production.
- Designers must work with a publicist prior to and during their runway and/or fashion showcase to ensure attendance and coverage.
- Designers must work with FFP Producer/Fashion Director for their runway presentation. This will ensure proper styling/editing and cohesion of the collection from an objective standpoint.
- Additionally, designers are obligated to allow the Producer/Fashion Director to view and edit the collection, as well as your music and model selection. Arrangements will be made to meet with the Producer/Fashion Director well in advance, in order to make sure **all** criteria will be met.

- Designers are required to **submit their logo and company/collection description** that details your environmental dedication, where and how your products are manufactured, and the inspiration behind your pieces.
- Designers will be expected to **arrive in DC no later than Wednesday September 24, 2008** for model fittings, run-throughs and rehearsals.
- Designers must **submit an application to Fashion Director, Elaine Mensah no later than Friday June 6<sup>th</sup>, 2008** if they would like to participate in FFP.
- Designers **must submit a hard or soft copy portfolio, press kit and/ or look book** for their Fall '08 and/or Spring '09 collection(s), to be reviewed by the FFP committee.
- Designers **must sign and return FFP terms and conditions** via to fax 202.387.1846 or via email to [emensah@fashionfightspoverty.org](mailto:emensah@fashionfightspoverty.org) no later than Friday, August 1, 2008.

**Participating Designers will receive the following:**

**Complimentary Tickets**

- 2 Complimentary Tickets and assigned seating
- 1 Complimentary night at Sponsor Hotel

**Brand Promotion**

FFP will work on public relations and will work with your publicist and/or public relations representative to ensure brand inclusion in:

- All print and online promotional material including posters, guest passes/credentials, interior signage, exterior banners and the Dress Responsibly Look book
- Guidebook and calendar listing
- Press coverage

**Invitations & Media Exposure**

- Invitations to all official FFP pre-events.
- Opportunity to place press kits/promotional material in the media lounge.
- Exposure on the FFP website including calendar listing, profile listing, pictures, and video of the show.

**Producer & Runway Services**

FFP's Fashion Director, Elaine Mensah, along with the FFP Production and Talent teams will manage all logistics including:

- Model selection
- Styling & Accessories
- Hair & Make-up

- Lighting and sound
- Dressers (in addition to those provided by the designer)
- Onsite security and logistics arrangement, including backstage

**Designer Onsite Commitments**

- Backstage equipment, particularly rolling racks and steamers
- Designers must select models from respected modeling agencies provided by Style and Image Network
- Submission of 30 – 50 complete press kits or look books to be displayed within the media lounge
- Each designers must have two (2) dressers to assist them during their runway show

**Tentative FFP Event Schedule**

**FFP Event Schedule**

<b>Showing time</b>	<b>Schedule</b>
6pm-7:30pm	Cocktail Reception
7:30-8:00pm	Speakers & Presentations
8pm-8:45PM	Fashion Show
9pm-10:pm	end

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Please contact Elaine Mensah if you have any questions/comments via email at [emensah@fashionfightspoverty.org](mailto:emensah@fashionfightspoverty.org) or phone at 202.271.6711; fax: 202.387.1846

## DESIGNER APPLICATION

### 1. CORPORATE INFORMATION (as to be shown on the official program)

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

Name of Label: \_\_\_\_\_

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

City: \_\_\_\_\_ Prov/State: \_\_\_\_\_

Country: \_\_\_\_\_ Postal /Zip Code: \_\_\_\_\_

Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

### 2. THE COLLECTION

Please mark the categories that most accurately represent the theme of the collection. Also, give a short description stating creative influences, concepts, themes and country of origin if not American. If details are unknown, they may be communicated at a later date.

Name of Collection: \_\_\_\_\_

Label Launch Date: \_\_\_\_\_

#### **CATEGORIES OF PRODUCT:**

<b>MENS'S</b>	<b>WOMEN'S</b>	<b>CHILDREN'S</b>	<b>ALTERNATIVE LIFESTYLE</b>
___ FORMAL	___ FORMAL	___ FORMAL	___ FORMAL
___ CASUAL	___ CASUAL	___ CASUAL	___ CASUAL
___ ACTIVE WEAR	___ ACTIVE WEAR	___ ACTIVE WEAR	___ ACTIVE WEAR
___ SPECAIL OCCASION	___ SPECIAL OCCASION	___ SPEACIAL OCCASION	___ SPECIAL OCCASION
___ OTHER (Please specify) _____			

\_\_\_ JEWELERY \_\_\_ ACCESSORIES\_\_\_ SWIMWEAR\_\_\_ INTIMATES \_\_\_ OUTWEAR

**DESCRIPTION:** \_\_\_\_\_  
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I/WE, \_\_\_\_\_ HEREBY APPLY TO PARTICPATE IN FASHION FIGHTS POVERTY 2007. I/WE HEREBY UNDERSTAND THAT THE ABOVE MENTIONED INFORMATION WILL BE INCLUDED IN THE DATABASE OF THE ORGANIZER AND CAN BE USED BY THE ORGANIZER FOR PROMOTIONAL PURPOSES. WE ACCEPT THAT THE ORGANIZER BEARS NOP RESPONSIBILITY FOR ANY OMISSIONS.

\_\_\_\_\_  
**Applicant's Signature** **Date Signed**

\_\_\_\_\_  
**Name** **Position**