

Fashion Fringe Shoes Application Form

YOU

Attach a photo of
yourself here

Surname:

First Name:

Address:

Place of Birth:

Date of Birth:

Mobile/Telephone Number:

Website:

Email:

Were you trained in fashion?

Where?

Dates attended?

Name of course?

Qualification?

Were you trained in shoemaking?

Where?

Dates attended?

Qualification?

Briefly outline your career to date:

What are your technical shoemaking qualifications?

Do you have any knowledge/training/qualification of cash flow/budgeting or running a business? If so, what?

Describe the first pair of shoes you ever remember seeing and what you thought of them? (15-20 words)

Describe the first pair of shoes you ever remember buying for yourself and why you chose them? (15-20 words)

Describe a memorable pair of your mother's shoes

Why do they remain in your mind? (15-20 words)

What inspires you to be a fashion designer?

What's your favourite animal?

What are 3 adjectives that you would use to describe this animal?

YOUR VIEWS

What does 'good design' mean to you? (6 words)

Who are two shoe designers you admire and why?

Who would your fashion muse be and why? How would that person fit into your fashion approach?

Why would women buy your shoes?

Where would your shoes be sold and at what price point?

How often do you go to shops to research?
Daily/Weekly/Monthly/Quarterly/Biannually/Annually

Do you have a business mentor? And what have you learned from them?

What is your favourite fashion era of all time? What is it that you particularly like about it?

Which shoe company would you like to take over and why?

How would you change or consolidate that company?

If you could design shoes for a designer's catwalk show, who would it be and how would you imagine the working relationship?

What is your view of current fashion and its direction? (in 50 words)

YOUR MOTIVATION

What inspires you when you are designing? (10 words)

What is your single proudest achievement to date?

Why?

Are you looking forward to living in Italy? What do you think will be the hardest part, apart from the language?

Do you hold a clean UK driving license and how would you feel about driving in Italy?

What do you imagine will be the single hardest thing in establishing your own label?

What are your expectations from Fashion Fringe Shoes, and your expectations if you win?

How will you further your design career if you are not successful?

SEND YOUR COMPLETED APPLICATION FORM AND DRAWINGS TO:

Fashion Fringe
IMG Fashion
8 Flitcroft Street
London
WC2H 8DJ

Your application form, drawings and equal opportunities form **MUST** be sent together and on A4 paper. Your drawings can not be returned.

YOU MUST READ THE FOLLOWING BEFORE APPLYING –

FASHION FRINGE SHOES APPLICATION TERMS & CONDITIONS

- ❖ You must be over the age of 21 to enter
- ❖ You must be a UK/Eire resident (residing in the UK/Eire for 3 years or more) or have a valid work permit until 2013. Proof of residency/permit will be required
- ❖ Design duos are not permitted
- ❖ If selected as a finalist, you must be available for an interview on 23rd June 2008
- ❖ You must be able to start work at Rupert Sanderson on 10th July 2008
- ❖ You must have a valid passport that is valid at least until December 2009
- ❖ All designs should be for women's shoes only
- ❖ Sketches must not be larger than A4 and will NOT be returned
- ❖ The number of drawings will not exceed 20
- ❖ The sketches must include 8 finished sketched or rendered designs for a collection of shoes that share a common theme
- ❖ You must submit photographs of shoes that you have designed. These should not exceed 20 and be from various angles
- ❖ You must submit 10 examples of specifications sheets you have produced
- ❖ You must submit a selection of each drawing, with a brief explanation on the same page stating how they would be used
- ❖ All sketches must be the unaided work of the applicant
- ❖ Fashion Fringe reserves the right to use any applicant's sketches, drawings and photographs for promotional or publicity purposes
- ❖ Questionnaires and drawings must be sent together in the same package
- ❖ If you win, your business must be incorporated in and run from London for 5 years under the auspices of Fashion Fringe
- ❖ If you win, you will enter into a contract with IMG and Rupert Sanderson who will support, in kind only, the setting up and initial running of your business
- ❖ If you win, you may enter into contracts with some of the Fashion Fringe partners
- ❖ If you already have your own fashion label, you must not earn more than £20,000 per year in profit
- ❖ Equal Opportunities form must be completed, but can be anonymous, this will be sent to the LDA and will not affect your entry
- ❖ You are not eligible if you are still in full time education
- ❖ Those with a criminal record are not permitted to enter
- ❖ Incomplete applications will not be accepted

Key Fashion Fringe dates 2008

Closing date for Applications	13 th June 2008
Notification of Finalists	18 th June 2008
Interview Day for Finalists	23 rd June 2008
Notification of Winner	23 rd June 2008
Start Date at Rupert Sanderson	10 th July 2008

Please sign & date below to confirm that you have read and accept all the terms and conditions:

Signature

Date:

Name

Please tick box if you do not mind sharing your details with our partners