

EMERGING DESIGNER FAQ

#1 HOW DO I APPLY AND WHAT QUALIFICATIONS MUST APPLICANTS POSSESS TO APPLY FOR THE CFW EMERGING DESIGNER COMPETITION (EDC)?

There are a few easy steps to apply. This includes submitting an online application with details about the Emerging Designer collection to be shown at CFW 2024, uploading a professional headshot, examples of past work and a preview of the collection to be shown at the CFW 2024 Event, along with a \$50.00 application fee*.

Online applications must be submitted by Wednesday August 14, 2024, at 9PM EST to be considered for the competition.

There is no age restriction or required experience to apply to the CFW Emerging Designer Competition. Applicants 18 years of age and under will require parental/guardian permission to apply.

To qualify for the Competition as an Emerging Designer, the Applicant must meet one or more of the following criteria:

1. Previously studied or currently be studying at a fashion program, and/or work under a recognizable designer.
2. Have a design business for a minimum of one year.
3. Demonstrate experience with fabric and/or textiles over several seasons and consistently produce high quality garments.
4. Applications are ONLY accepted for single Emerging Designer applicants, or as an Emerging Designer pair. To be specific, only one brand / collection may qualify per submission.

#2 ARE SKETCHES AND GARMENT IMAGES REQUIRED FOR APPLICATION SUBMISSION?

Designers must provide at least one (1) photo of your previous work, and two photos of your most recent collection or designs and two photos of sketches for this upcoming show.

Images need to be of professional quality and on a model or mannequin.

#3 WHAT SEASON SHOULD MY COLLECTION FOCUS ON?

We recommend Emerging Fashion Designers present a collection for the next season: Spring/Summer. However, final collection shown at the sole discretion of each Emerging Designer Applicant and can be any season. This plays no role in your scoring criteria.

#4 HOW MANY LOOKS ARE REQUIRED FOR MY COLLECTION SHOWN AT CFW?

Each Emerging Fashion Designer collection will consist of ten (10) complete looks to be shown on the runway Friday, October 11, 2024.

#5 DO MY DESIGNS HAVE TO BE SEWN BY ME, OR IS A SEAMSTRESS OR MANUFACTURER PERMITTED TO PRODUCE MY COLLECTION?

You are permitted to work with a seamstress or manufacturer, if the designs are your own.

#6 IF SELECTED AS AN EMERGING FASHION DESIGNER, WHEN AND HOW WILL I BE NOTIFIED?

All applicants will be notified by Friday, September 6, 2024, by midnight. Emerging Designers must confirm acceptance into the competition within 24 hours of notification or they may be disqualified from showing.

#7 IS THERE A FINANCIAL OBLIGATION TO PARTICIPATE IN THE EMERGING DESIGNER COMPETITION?

Charleston Fashion Week® requires a processing fee of \$50* to enter the Emerging Designer Competition. Applicants will be responsible for all costs associated with designing/creating looks for the collection – shoes, accessories, and any special hair and makeup pieces used for the show. Designers are also responsible for their own travel to/from Charleston (see details below) for the week of the event, transporting their collection, and meals.³

#8 IF SELECTED AS AN EMERGING DESIGNER WILL TRAVEL TO/FROM CHARLESTON AND ACCOMMODATIONS IN CHARLESTON BE PROVIDED?

Emerging Designers are responsible for their own travel to/from Charleston for the week of the event in October. A discount hotel rate may be offered through a local hotel. Details will be shared if available.

#9 IF SELECTED AS A TOP-3 EMERGING DESIGNER TO MOVE ON IN THE COMPETITION, WHAT COMMITMENTS WILL BE REQUIRED?

Emerging Designers MUST commit to the following dates and times, to participate in the competition.

You must be in town and available on Thursday, October 10 for model fittings starting as early as 10:00AM and available for the show on Friday, October 11. Charleston Fashion Week is at the sole discretion for determining your model fitting time on Thursday, October 10.

TIP: *Mark your calendar now! The schedule is not flexible and is determined by Charleston Fashion Week.*

#10 IF SELECTED AS A TOP-3 EMERGING DESIGNER, HOW WILL I CREATE MY CHARLESTON FASHION WEEK RUNWAY SHOW (CHOOSE MODELS, MUSIC, HAIR/MAKEUP LOOKS, SHOES, ETC.)?

Charleston Fashion Week will produce the Emerging Designer Competition runway show in coordination with each designer. CFW will provide models, approved music, and hair/makeup. The runway, lighting, and show production are at the sole discretion of CFW. Designers are responsible for the collection designs, accessories, and any approved special hair or makeup pieces. Models are asked to provide their own basic and neutral tone shoes. Should your collection need something more specific, then it is your responsibility to provide these for your models. You will complete a Production Information Form with music requests along with hair and makeup inspiration photos. Any runway choreography must be approved by CFW Production Team a minimum of three weeks prior to the event.

#11 CAN I USE MY OWN MODELS FOR THE RUNWAY SHOW AND HOW DOES THE MODEL SELECTION WORK?

Only models cast and selected for Charleston Fashion Week may be used for an Emerging Designer runway show. CFW will make final selections based on overall event and production needs. Emerging Designers will receive a model book with fifteen models that will include pictures and measurements of each model no later than Wednesday, September 11, 2024.

Emerging Designers will meet fifteen models and hold fittings on Thursday, October 10, 2024. Your final selection of (10) models will need to be provided to the model team no later than 5:00PM on Thursday, October 10, 2024.

We would advise but you are not obligated to come to Charleston early for a model fitting. You are responsible for telling your representative and providing a space and or

hotel room for the fitting to take place. An earlier model fitting can take place from September 16 - September 24, 2024.

#12 WHEN WILL THE TOP-3 EMERGING DESIGNERS SHOW THEIR COLLECTION AT CFW?

Each Emerging Designer will show their ten (10) looks from their collection on Friday, October 10, 2024, prior to the winner being announced. The Fashion Panel of judges will select one (1) Emerging Designer Winner after the competition to be announced at the end of the runway shows on Friday, October 10, 2024.

#13 DO EMERGING DESIGNERS RECEIVE TICKETS TO CHARLESTON FASHION WEEK?

Each Emerging Designer will receive two (2) tickets for you and a guest on Friday, October 10, 2024. Additional tickets for that evening or the Saturday night event, may be bought online via the Charleston Fashion Week website once they become available for purchase.

#14 IF SELECTED AS THE CFW TOP EMERGING DESIGNER WINNER, WHAT WILL THE PRIZE INCLUDE?

One fashion designer will be named the CFW Top Emerging Designer Winner of the year and will receive the following.

- Invite to the exclusive CFW 2024 VIP party
- \$1,000* Cash Prize
- Professional photos of the winning collection from a CFW photographer
- 1-year subscription to *Charleston* magazine
- Coverage in the January Issue of *Charleston* Magazine 2025
- Designer runway show at CFW 2025**

***NOTE:** *Cash prize awarded to the Top Emerging Designer within 90 days following the event. Show pending event in 2025.*