

FACTORY GIRLS - ATLANTA

5600 New Peachtree Rd. | Chamblee, GA | 30341 | 678.336.9956 | info@factorygirlsatl.com

WHAT IS FACTORY GIRLS?

Factory Girls is a fashion incubator focused on high-level apparel designers based in the Southeast. We provide studio space, access to pattern makers, sample makers and production, all in our facility in Atlanta. We are passionate about growing the local fashion design industry, by creating a fertile ground for local talent to flourish.

THE FACTORY GIRLS MISSION

Our mission is to elevate the image of the Atlanta fashion culture. We want to cultivate and retain quality designers to enable Atlanta and the Southeast to have a future presence in the national and international scene. In addition to working with designers, we will hold classes, lectures, interactive discussions, and workshops to engage and educate the fashion community.

DESIGNERS-IN-RESIDENCE (DIR) PROGRAM & APPLICATION

The Factory Girls Designer-in-Residence (DIR) is designed to provide 4 emerging independent apparel and/or accessories designers with the resources - including workspace and mentoring - to further launch and grow their fashion businesses.

The DIR are expected to complete a term of 6 months with an option to extend for another 6 months. DIR terms are a maximum of 1 year.

ELIGIBILITY:

Applicants seeking admission to the Factory Girls DIR program are required to:

- Provide a minimum of 5 images of your garment or accessories. Ideally work that best reflects your vision for your brand. If called back for an interview, plan to show at least these samples but preferably more.
- Either plan to start, or already have started (1+ year) , a fashion business.
- Be able to commit to Factory Girls DIR program completely, utilizing all available resources similar to a full-time job (35-40 hours a week is expected.)

JUDGING CRITERIA:

The Factory Girls Board and a team of industry professionals will judge DIR applicants based on the below criteria. The DIR should:

- Have the ability to commit to DIR program completely, utilizing all available resources, with the intent to launch their businesses as a full-time career.
- Have a strong vision for their collection and/or a great business concept.
- Demonstrate the highest level of responsibility and dedication to both the program and their business.
- Demonstrate a manageable level of financial ability to fund their new businesses.

- Have the ability to work well with others with the desire and flexibility to engage in and be respectful of the program's many collaborations.
- Understand that while we are here to provide resources and help DIRs establish their businesses, ultimately, DIRs are responsible for each and every aspect of beginning, operating, and growing their individual companies.
- Understand that we cannot help teach design. We do our best to provide the resources to help lay a proper business and production foundation for the DIR.

DESIGNER RESIDENCY PRICES & TERMS:

- \$275 Monthly + \$25 Materials Fee (one month deposit required before move-in)
- DIR term is for a period of 6 months with option to renew for an additional 6 months. (max. Residency is 1 year)
- One outstanding graduating senior in fashion apparel or accessory design will be selected to receive a DIR scholarship for a duration of 6 months.

DIR BENEFITS OF PROGRAM:

- Access to shared workroom, including all machines, equipment & materials
- Factory Girls exclusive fashion reference library
- Storage for fabric, supplies & front desk services
- Initial advertisements & assessment of your business needs as well as 2 hours monthly mentorship
- Deep discounts on Factory Services

The Factory Girls DIR program will provide a creative professional environment to foster promising fashion talent, and help selected designers grow and sustain their business. By offering low-cost design studio space, business mentoring, access to equipment and resources, the program provides a way for participants to reach their professional goals.

SUBMISSION TIMELINE & INFO:

The Application MUST be submitted to the Factory Girls review panel in EITHER PRINTED OR ELECTRONIC FORMAT.

EMAIL TO: info@factorygirlsatl.com

SUBJECT: DIR Application - First Name, Last Name

MAIL TO: Factory Girls
 Attn: DIR Review Panel
 5600 New Peachtree Rd.
 Chamblee, GA 30341

Any questions regarding the application may also be submitted to info@factorygirlsatl.com

(continued)

All applicants selected to continue in the application process will be expected to be available to participate in an in-person interview with the Factory Girls review panel for approximately 30 minutes. You must be prepared with at least five but preferably more samples that best define your design aesthetic and the collection you plan to launch while you are in the DIR program.

APPLICANT CHECKLIST:

Please be sure you have sent the following:

- Application submitted in either printed or electronic formats
- Resume
- Images of a minimum of 5 garments or accessories in a look book, line sheet or similar format.
- Two letters of reference

(Application on next page)

GENERAL INFORMATION:

1. Name: _____

2. Mailing Address: _____

3. Date of Birth: _____

4. Telephone No. : _____

5. Email Address: _____

BUSINESS OR PLANNED BUSINESS INFORMATION:

1. Name of business/planned business: _____

2. Do you have a website or blog? Address? : www._____

3. Status of business (ie. C-corp, S-corp, LLC, LLP, Sole Proprietorship, Partnership, or not yet registered) This will not effect eligibility _____

4. Check the type of product you produce or plan to produce from this list:

- contemporary womenswear
- contemporary menswear
- eveningwear or bridal
- children's wear or infant wear
- knitwear/crochet
- sportswear
- undergarments/foundation wear
- maternity
- accessories (handbags, belts, scarves, wraps)
- other (please describe) _____

5. What will distinguish your line from everything else in the market?

6. Describe your target market (including age, gender, career, lifestyle, etc)

7. What is your intended or current channel of distribution (direct to consumer, specialty stores, department stores, online etc.)

8. Are you currently employed? If so, where?

9. List any awards or notable press coverage (attachments accepted):

13. Please attach the following to your application:

a. Resume

b. Most recent press kit and/or look book, line sheets, or images of your work. Be sure to include at least three images of garments that most directly reflect your intended product offering for the line you will design while in residency.

c. Two Letters of Reference (please include reference contact information) from either past school instructors, fashion industry contacts or employers.

THANK YOU

for applying to be a Factory Girls Designer-In-Residence. We wish you the best of luck and encourage you to send questions to info@factorygirlsatl.com