

# REDRESS



MADE IN  
USA



## REIMAGINE FASHION WITH REDRESS: BE PART OF THE CONSCIOUS STYLE REVOLUTION

The annual Redress Fashion Show is a one-of-a-kind event spotlighting conscious and responsibly-produced fashion in the Southeast. It has been featured in such publications / media outlets as IndyWeek, News and Observer, Ecotextile News, My Carolina Today, Oak City Hustle, Walter Magazine, Triangle Downtowner, and Ethical Fashion Forum. The show puts emerging designers in front of leaders in the fashion and textiles industry, as well as hundreds of receptive attendees. Designers featured in the fashion show can expect to elevate their brands to the next level. [See what past designers have to say about their Redress experience.](#)

The Redress Fashion Show highlights designers with accessible, innovative collections and emphasizes that “green” is in all aspects of life, including fashion. Collections selected for the show have a strong emphasis on responsible design, including recycled, upcycled, or remanufactured pieces; eco-friendly fabrics and/or sustainable production processes (such as no-waste pattern making or natural dyes); and/or a domestic supply chain. **All applicants must use primarily textiles / fabric in their creations. Clothing / apparel designers are welcome to partner with another artist for accessories, but application will be reviewed for apparel / clothing designers only.**

Redress is an inclusive community of fashion lovers that nurtures independent designers and educates people about the impact of their purchasing decisions. **More information on Redress and its mission can be found at: [www.redressraleigh.org](http://www.redressraleigh.org).**

### HOW TO APPLY:

1. [Complete the Application Form](#) (This link needs to be the form on the website.)
2. Pay the \$50 application fee (non-refundable - [pay online](#))
3. Upload your Fashion Design Storyboard of conceptual collection for the runway (8-12 looks required; upload [here](#))
4. If selected to proceed to 2nd step: Designer Interview



## JUDGING CRITERIA

Designers will be judged on the following criteria for inclusion in the Redress 2016 Show:

### Innovation and Concept

- Overall strength of concept portrayed through your **fashion design storyboard** (illustrations of conceptual garments on human form; color palette; fabric swatches; pictorial representations of overall mood, etc.). Your fashion design storyboard can be created digitally or by making a multi-media collage but must be uploaded as a digital file.
- Innovative use of materials, natural dyes, embellishments, construction, etc.

### Technical Implementation

- Craftsmanship: attention to detail, sewing skills, design execution
- Execution: correct fit, cleanly detailed seams, hems, etc., sturdy construction

### Reasoning and Presentation Skills

- Dynamic, engaging application emphasizing strong desire to participate in the Redress program and dedication to growing your fashion design business skills.
- Ability to follow directions and complete requirements in a timely manner.
- Clarity, passion, and professionalism in written and in-person presentation.

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## DESIGNER INFORMATION

1. **Models:** You are responsible for providing your own models to walk on the runway. Redress may hold a model call to gather information and pictures from a pool of potential models for the show. Designers can contact Redress about viewing pictures from the model call.
2. **Hair Styling and Makeup:** Redress offers the opportunity to secure professional hair and makeup styling for a reduced rate by purchasing our Styling Package.
  - a. There will be a fixed price per model of **\$20 for hair + basic makeup**. (More complex makeup requests may require an increased fee.) Package must be purchased **by June 1, 2017**.



- b. The fee only has to be paid for models who need styling. For example, if you have male models who don't need styling, no fee is paid for them.
  - c. Should you elect to find your own hair and makeup artists and would like to have them recognized online and in the show program, you will be required to provide Redress with their name, contact information, and website, **by June 1, 2017**.
  - d. You are expected to meet with your provided stylist by **July 19, 2017** to discuss the overall look desired.
- 3. Your collection for Redress cannot have been previously shown in the Triangle Area.**
- 4. All accepted designers will be required to pay a nonrefundable fee of \$300 to participate in the incubator. This fee will be made payable to Redress Raleigh, 2509 Bedford Ave. Raleigh, NC 27607 and is due by May 8th.**

## Redress Incubator Program

## Without the Redress Program

 <p>Two full tech packs for two looks in your collection ✓</p>	<p>✗ Confusion on what a manufacturer needs </p>
 <p>Mentorship to develop your business ✓</p>	<p>✗ Frustration at not knowing where to get advice </p>
 <p>15+ hours of product development education ✓</p>	<p>✗ Costly mistakes that affect product sales or quality </p>
 <p>Engaging with and learning from industry experts ✓</p>	<p>✗ Uncertainty on best practices within the industry </p>
 <p>Professional photo shoot ✓</p>	<p>✗ No photos of your fantastic designs </p>
 <p>Extensive marketing materials ✓</p>	<p>✗ Lack of exposure to new customers </p>



The following is included in this \$300 fee:

- 2 full tech packs for the selected Redress Exclusives
- Over 15 hours of in-depth education on technical aspects of a fashion business such as grading, fitting and sizing, patternmaking, and technical sketching
- Additional site visits with guest speakers who have extensive experience within certain aspects of the industry such as retailing, buying, production, and marketing. (Designers will be responsible for their own transportation to and from.)
- One-on-one consultation with a mentor focused on specific elements of growing your fashion design business
- A professional photo shoot
- Extensive printed and digital marketing materials for distribution throughout your network

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## IMPORTANT DEADLINES

- **DUE April 1, 2017**  
Completed Application, Application Fee, and Storyboard
- **BY April 4, 2017**  
You will receive an email regarding your acceptance to proceed to the next step.
- **DUE April 8, 2017**  
At least 2 completed garments (1 from the proposed collection) and attendance at a **Designer Interview**. We will assign you a time to meet with us to review your garments and design concept. You will be notified **5-7 days following your interview via email** if you are chosen as a Redress 2017 designer.
- **ON April 24, 2017**  
Public announcement from Redress of selected designers for the fashion show. This coincides with [Fashion Revolution Day](#) and is a big marketing day for ethical fashion.
- **ON May 8, 2017**  
Required fees due.
- **ON May 17, 2017**  
Designer Incubator Program Begins!
- **DUE June 1, 2017**  
Stylist coordination fees or stylist information (if coordinating your own hair / makeup) sent to Redress.

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- **DUE July 19, 2017**  
Photos of styling needs for salons sent to the salons.
  - **ON Friday, August 18, 2017 at CAM Raleigh: FASHION SHOW AND EXHIBITION**
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## THE REDRESS DESIGNER INCUBATOR

Starting in 2017, Redress designers have the incredible opportunity to participate in our Designer Incubator! This program has the potential to provide you with lifelong experience and connections within the fashion industry.

### The Incubator

A total of 2 looks per designer of the 8-12 required for the show will be developed in the incubator. These will be called “Redress Exclusive”s. At the end of the incubator, designers will have completed tech packs for these 2 looks. As part of this process, you will be expected to define your market and the retail price point of your products.

Designers will be paired with NC State University College of Textiles students, who will act as consultants during the incubator program. Students will be participating in an academic class, part of which will involve hands-on product development time with the designers. Designers are completely responsible for initial design development and execution of their looks and retain all rights to the designs created for this show.

### Kick-off Party: early May

Celebrate your acceptance to this prestigious program and meet other designers!

### The Incubator Experience

During the Incubator portion, designers will meet with NC State University students and instructor Tuesday and Thursday evening for 3 hours from 6pm - 9pm between May 17th - June 5th. (Location TBD.) After designers are accepted to the program, questions will be sent to finalize the objectives and topics for each class for the incubator. All associated fees for participating in the Incubator are covered through the \$300 Required Fee. (Designers are responsible for their own transportation to and from the location.)

### Site Visits

After the incubator, Redress Raleigh will coordinate a number of site visits to companies with experience in the industry, such as a manufacturer, fashion designer, or retailer. Dates and time will be determined as soon as possible but will most likely be in the evening between mid June and late July. Designers will have the opportunity to ask questions and learn more about additional aspects of the industry.



## **Mentorship**

Each designer will be paired with a mentor for a specific topic (ex: financials, marketing, retail, working with buyers) for that month based on the expertise of that mentor. This will happen in June and July only. Redress Raleigh will help facilitate this and provide more information upon enrollment in the incubator.

## **Website Exclusive sales through Redress Raleigh**

All designers who participate in this program agree to allow Redress Raleigh to take pre-orders for 2 'Redress Exclusive' designs through Redress Raleigh's website.

- Designer agrees to follow through with orders received and make and deliver them to customers within a 60 day timeframe.
- Redress Raleigh will receive 30% of the selling price of each item sold and the designer will receive 70%.
- Further details will be outlined after designer's enrollment in the incubator.