



# California Fashion Foundation 2019 Scholarship

## California Fashion Foundation (CFF) SCHOLARSHIP APPLICATION

Best Use of Textile, Trim & Findings for Apparel  
Design for Defined Retail Distribution

Application Deadline:  
**Thursday April 11<sup>th</sup>, 2019**

For further information,  
Email:  
*info@calfashion.org*

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**Application Deadline for schools to submit their  
3 Student Entries:  
ASAP**

For more information or to request a model application, email us  
at  
**info@calfashion.org**



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## Student Process

1. Final Year (Senior) Students to submit an application **to Fashion Department Chair for preliminary judging.**
  - Two to three completed designs per student
  - A photograph of each garment to accompany the application
  - Submissions may come from prior school projects
2. Each Fashion Department Chair will offer **three** chosen candidates the opportunity to submit their online presentation utilizing **power point presentations via Google docs (example attached) by Thursday, April 11<sup>th</sup>, 2019**
3. Industry expert judges will select the student design winners. Winners to be announced **Monday, April 22<sup>nd</sup>, 2019.**
  - One student per school will be eligible to receive CFF Scholarships.
  - Awardees and their educators will be invited to attend the Scholarship Luncheon at the California Market Center in Los Angeles on May 2<sup>nd</sup>, as guests of CFF.
4. **Two** designs of the winning student will be displayed at the luncheon. Students to deliver garments on-to California Market Center Fashion Theater.

**EXAMPLES WILL FOLLOW/ SEPARATE ATTACHEMENT**



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NAME: \_\_\_\_\_ DATE OF BIRTH: \_\_\_\_\_

PHONE: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

COLLEGE/UNIVERSITY: \_\_\_\_\_ CURRENT MAJOR \_\_\_\_\_

UNDERGRADUATE DEGREE (if applicable): \_\_\_\_\_



CAREER OBJECTIVE:

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FUTURE PLANS:

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PERSONAL PROFILE, INCLUDING EXTRACURRICULAR ACTIVITIES:

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Submitted by: \_\_\_\_\_

Educator

School



# California Fashion Association

## 2019 Scholarship

### PowerPoint Design

Artwork and information presented in a **PowerPoint** format including the following:

#### 1. Market Category

*Children, Evening Wear, Junior Sportswear, Junior Dresses, Menswear, Swim/Active Wear, Women's Sportswear, Women's Dresses*

#### 2. Detail of Design Item

*Textile:*

*Trimmings:*

#### 3. Define Retail Distribution Objective i.e.

*Dept. Store*

*Specialty Store*

*Mass Market*

*E-tailing*

#### 4. Demographic outline of customer – Customer Profile

#### 5. Scanned photo of fabric and trimming

#### 6. Scanned photos of finished product (front and back)

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*The quality of the sketch will only be one part of the consideration. Please note submissions are not judged on artistic value alone.*

***Judging is based on the following criteria:***

- *Best use of textile(s)*
- *Original use of trim & detail*
- *Commercial value of design*

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\*CFA and their members shall have no liability of any kind or nature with respect to the reproduction of student transmittals, or for any transaction, failed transaction, promise or offered representation