



**Ecco Domani Fashion Foundation
2012 APPLICATION QUESTIONNAIRE**

1. Name:
2. Address:
3. Telephone/Fax:
4. Email address:
5. For which award category will you be applying? *(Please note, if you will be applying in more than one category, you must submit a separate application for each.)*
6. What year did you officially establish your design business?
7. Why do you feel you deserve the Ecco Domani Fashion Foundation award?
8. How does your collection set you apart from other emerging designers? How do you express who you are/your individual point-of-view through your designs?
9. What would it mean to have your collection shown at Fall Fashion Week, February 2012 in New York City, with the support of the Ecco Domani Fashion Foundation?
10. Who is your favorite Ecco Domani Fashion Foundation alumnus? Why?
11. What do you see as the greatest challenge for the American fashion design industry?

12. How do you see social media impacting the world of fashion?

13. For Sustainable Design category applicants only:

What is the vision for your collection? How does your work qualify you for this category?

Please include details on the following:

- Where your garments are made
- What types of materials you use
- Where you source your materials

(See Application Criteria for more details on how to qualify for this award category.)

In addition to the above questions, applicant must submit the following:

1. Brief bio and career history *(include resume)*
2. 3 fashion design industry related references (i.e., retailers, established designers, fashion journalists, or members of industry organizations such as FGI or CFDA).
Letters of Recommendation are highly encouraged but not required.
3. List of current retail accounts *(must have at least one)*
4. Provide most recent look book OR a minimum of 10 photos (with swatches if possible) of most recent collection; AND If selected as a semi-finalist, applicant will be required to submit 5 ready-to-wear garments or accessories samples from most recent collection
5. 2-3 minute video with application including the following information:
 - Describe your design point-of-view/aesthetic
 - Explain why you believe you should be an Ecco Domani Fashion Foundation award recipient and why this award is important to you
 - Provide a brief statement on why/how design is a form of self-expression
 - Give us three words that best describe your own style personality (examples: vibrant, edgy, cutting-edge, vintage, classic)
 - Show samples of your collection
 - Feel free to include answers to any of the above application questions

**Videos must be submitted on a CD or DVD. Video must be in English and may only feature entrant and no other person. Video must be entrant's own original work, created solely by entrant and not created professionally; must not have been previously published, released or distributed in any form; must not have won any award; and must not infringe the copyright, trademark,*

privacy, publicity, or other personal or proprietary rights of any person or entity. Videos may not contain any material that is violent, lewd, obscene, sexually explicit, pornographic, disparaging, defamatory, libelous, racially or morally offensive or otherwise contain inappropriate content or objectionable material. Video must not contain any personally identifiable information of any person other than entrant.

Submit completed applications to: Beth Cohan, DeVries Public Relations, 30 East 60th Street, 14th Floor, New York, NY 10022 no later than October 14, 2011, 5:00 pm EDT. If submitting application via mail (USPS, UPS, FedEx), package must be postmarked by above date. If submitting via hand-delivery or messenger, application must be received by above date. See Official Rules at <http://www.eccodomani.com/fashion-foundation/award/official-rules.asp> for complete details.

***Please note that all submissions, including but not limited to application materials, videos, look books and photos become the sole property of Ecco Domani, its representatives and affiliates and will not be returned to applicants.** *By submitting these materials in connection with your application, you hereby assign all rights therein to Ecco Domani. Submissions may be used by Ecco Domani, its representatives and affiliates in any manner, commercial or otherwise, in any and all media or advertising, and will not be returned unless deemed absolutely necessary by Ecco Domani. Every effort will be made to return submitted clothing to semifinalists who include their name, a description of submitted clothing and the date they will be collecting the clothing from DeVries Public Relations. Ecco Domani is not responsible for lost or damaged submissions and/or returning clothing without the required information.*

****** If applicant is selected as one of the seven recipients of the Ecco Domani Fashion Foundation award, he/she will be contractually bound (by agreement distributed upon notice of award), to host their fashion show or presentation in New York during Fashion Week, February 2012 and agrees to the branded presence of Ecco Domani Wines at their shows.

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