 theBROOKLYN*FashionIncubatorInc.*

 240 Kent Avenue Suite K2/B26｜Brooklyn, NY ｜11249

**The BROOKLYN Fashion Incubator, Inc.**

**Fashion Business in-Residence**

**Application**

**The Program:**

The **BROOKLYN Fashion Incubator (BFI)** at Berkeley College Campus Brooklyn is designed to provide four (4) emerging apparel and/or fashion-focused businesses with the resources - including workspace, curriculum, and mentoring - to assist in the growth of their these businesses.

Throughout the course of one year, the **Fashion Business-in-Residence (FBIR)** will be required to attend and complete a core curriculum of workshops and seminars focused on fashion business development, production, prioritizing and planning, managing finances, growth projection, social media/tech and online presence. Conducted at both **BFI** as well as at off-site locations, these workshops, seminars and panel discussions are essential to the **BFI** program and attendance is mandatory. The **FBIR’s** will be provided with office/work space, including basic Wi-Fi and; a workshop area.

**FBIR’s** will receive mentoring from successful fashion focused businesses and executives, as well as feedback from other industry experts, along with press and promotional event opportunities designed to deliver attention to their young businesses.

**The** **BROOKLYN Fashion Incubator** will support talent that understands the program is a business proposition, not merely a creative opportunity. The **FBIR’s** are expected to complete the full year and are limited to their one-year term in residence. The Incubator program will begin February 1st each year. After the year, alumnae are encouraged to stay connected through various programs and events.

**Eligibility:**

Applicants seeking admission to the **BFI** at Berkeley College are required to:

Reside in the New York Metro Region

Be 21 years of age or older.

Provide a **minimum** of three (3) images of your business, the work that best reflects your vision for your brand.

Have already started (1-3 years), a fashion-related business in the New York metro area.

Submit a non-refundable application fee of $75.00.

Be able to commit to **BFI**, utilizing all available resources.

**Ineligibility:**

Students and individuals who cannot commit to the Incubator as stated above thereby utilizing the office, workshop and studio space at Berkeley College for a period of one year.

Those who cannot attend the full curriculum of workshops, mentoring, events, and panel discussions.

**Submission, Timeline and Fees:**

The Application **MUST** be submitted to the **BFI** review panel in **BOTH PRINTED AND ELECTRONIC** format.

**E-mail:** BROOKLYNFashionInc@gmail.com

**Make THE SUBJECT:** …YourFIRST and LAST NAME BFI Application

**Mail To:**

**The BROOKLYN Fashion Incubator**

**Maria Barraza**

**Executive Director**

**240 Kent Avenue Suite K2/B26,**

**Brooklyn, NY 11249**

**The application along with a non-refundable application fee of $75 must be received no later than 10 days after your receipt of the application.**

Payment can be received via check along with the printed application. Please make your check payable to **The Brooklyn Fashion Incubator, Inc**.

--If accepted to participate in the Incubator program there will be a nominal $250 per month fee, per accepted participant payable to the Incubator by the 15th of each month.

**Judging Criteria:**

The **BFI** will judge Incubator applicants based on the below criteria:

**Designers-in-Residence (DIR)** should:

Have the ability to commit to **BFI** and utilize all the available resources offered, with the intent and a clear plan to grow their businesses.

Have a strong vision for their business and business plan.

Demonstrate a high level of responsibility, dedication, and professionalism to both the Incubator program and their business.

Demonstrate a manageable level of financial ability to fund their new businesses ($15,000+).

Have the ability to work professionally and well with others with the desire and flexibility to engage in and be respectful of the program’s many collaborators.

Understand that while we are here to provide resources that help **FBIR’s** with their individual vision and focus for their businesses, ultimately, **FBIR’s** are fully responsible for each and every aspect of beginning, operating, and growing their individual businesses.

Understand that we cannot help teach design. We do our best to provide the resources to help lay a proper vision for the business and production foundation for our **FBIR’s**.

* The four (4) chosen **FBIR’s** will be notified by two weeks after receiving the completed application, before end of year.

**Participant Checklist - Please be sure you have sent the following:**

✓ \_ Application **both Printed and Electronic.**

✓ \_ $75 non-refundable Application Fee via mail.

✓ \_ Resume **both Printed and Electronic.**

✓ \_ Images of your product(s) – or service description - in a press kit, look book, line sheet or similar format. **Both Printed and Electronic.**

✓ \_ Two Letters of Reference **both Printed and Electronic.**

**The Brooklyn Fashion Incubator @ Berkeley College Application:**

**1. Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**2. Mailing Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**3. Date of birth: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**4. Telephone No. : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**2. Website or Blog: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**5. E-Mail address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**6. Name, address and Status of Business (i.e. C-corp., S-corp., LLC, LLP, Sole Proprietorship, Partnership, or not yet registered. Does not affect eligibility):**

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**7. Is your business a woman-owned or minority-owned business?**

**(Solely for informational purposes, does not affect eligibility).**

**Yes or No: \_\_\_\_\_\_\_\_\_\_**

**8. Describe your business in 300 words or less – include your mission statement.**

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**9. What is your intended or current channel of distribution (direct to consumer, specialty stores, department stores, online, etc.) (30 words min.):**

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**10. Who is your competition – in 30 words min. attachments accepted):**

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

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**12. What plans do you have in place to fund and budget for your business during your year in residence? (budget attachments accepted)**

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**13. If accepted, what do you hope to achieve or gain from this experience? (30 word min.)**

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**14. Please write a short essay about your business and how you see it growing within the next five years. Some key elements could be - identifying your strengths and weaknesses as a designer/business owner, explaining why you have chosen to produce this particular product or line, and discussing the opportunities you foresee resulting** **from your participation in this program. (Attach Essay: min. 750 words).**

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**15. Attach to the application:**

**a. Bio**

**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 for the 2018 Residency at the **Brooklyn Fashion Incubator** at **Berkeley College**, we wish you the best of luck.

**Please paste five images from your collection/product in the space below:**