

CFDA SCHOLARSHIP AWARD | 2017

EXEMPLARY **CREATIVITY**
SPECIALIZATION TALENT
 VISION FUTURES **IMPACT**
DESIGN ETHOS INNOVATION
 NEW **IMAGINATION**
AUTHENTICITY IDENTITY
 DIVERSITY PROCESS
SYSTEMS MATERIALS
FASHION

For **2017**, the program's twenty-first year, we celebrate the future of fashion by awarding two (2) scholarships of **\$25,000** to exemplary talent.

Full time, Undergraduate (BFA/BA) students in their third year of study are invited to develop portfolio-based submissions containing a collection within design **specializations** including: Apparel, Accessories, Jewelry, Textiles, Knitwear, or Creative Technical Design. Applicants are encouraged to relevantly demonstrate exploration of design identity, ethos, and approach within the context of contemporary fashion and create a collection + portfolio presentation.

Up to six (6) **CFDA Scholarship Finalists** will be invited to New York, to present their portfolios in person to a CFDA Member Selection Committee in May, 2017 with a total of **\$50,000** of Scholarship Awards announced in June 2017.

ABOUT

Established in 1996, the **CFDA Scholarship Program** has awarded **\$1.7 million** and **251** scholarships to fashion design students of leading American colleges and universities. Beyond the lifespan of the financial award, CFDA Scholars earn the hallmarks of recognition, honor and prestige. A twenty year legacy of talented scholarship recipients have progressed to prominent roles within the industry including CFDA Members Peter Som (1996), Jack McCollough, of Proenza Schouler (2001), and Chris Benz (2003).

SPECIALIZATIONS

APPAREL, ACCESSORIES, JEWELRY, MATERIALS [TEXTILES, KNITWEAR ETC], CREATIVE TECHNICAL DESIGN OR OTHER DESIGN PATHWAYS

SCHOLARSHIP AWARD

2/ \$25,000 SCHOLARSHIP AWARDS =
\$50,000

ELIGIBILITY

FULL TIME, YEAR 3 UNDERGRADUATE FASHION STUDENTS OF AN AMERICAN COLLEGE/ UNIVERSITY



IDENTITY

Who are you (as a designer)? A body architect... A clothes maker...A fashion philosopher...a style chemist? Are you a bandit or a collaborator?

*What do you (best)? Sculpt and drape...precisely cut, paint with layers, transform the body with proportion? **How** do you do it (differently)? Do you tailor softly or with a nod to Bespoke... is excess your ambition or minimal efficiency?... What about your work is new, explorative, innovative?*

COLLECTION

Develop an exemplary fashion collection that conveys your unique design identity, vision, and professional potential with consideration to:

Who you are [as a designer]

What you do {best}

How you do it <differently>

Quality is king - from research, concept, the depth in which you explore inspiration, materials, testing design refinement, development, editing and presentation, be sure what you are creating has focus and reads as a young designer's calling card. Be acutely aware of what's relevant in terms of fashion's legacy and emerging futures.

APPAREL, ACCESSORIES, JEWELRY, MATERIALS [TEXTILES, KNITWEAR ETC], CREATIVE TECHNICAL DESIGN OR OTHER DESIGN PATHWAYS

Research + Process = Document. Record. Edit. Define.

Research forms the map of a collection. The way in which you edit and organize collected information helps both you and others engaged in your work navigate the collection map. Filter your research by editing to provide a style lens of which to interpret your concept.. The manner in which your research is curated, catalogued, recorded, organized etc.. As a volume of work research can be placed alongside process in an appropriate way that best reflects the concept and identity of your aesthetic.

Aesthetic + Identity = Focus

In addition to a strong concept, research, and process, awareness of distinct identity and aesthetic (of your wearer of other design creators in your landscape) shape the focus of the collection.

Create + Produce

= IDEAS.

Copious shape-making, image-making, design development, towards color, material, manipulation, structural details, graphic, shape/ silhouette, construction...styling. Your design identity is communicated through all choice-making whether consciously or unconsciously through concept, design development, and visual translation of a collection.

PORTFOLIO

Develop a professional quality portfolio submission that contains a collection + all phases of design development; with consideration to clarity and strength of vision, identity, creativity, + acumen;

The portfolio is encouraged to holistically consider all aspects of research, process, presentation, content, + visual narrative;

Carefully curate a cohesive representation of your talent showcasing your strengths based on your specialization within iteration, hand sketching, materiality, illustration, image-making etc;

Be sure to include a full evolution of your ideas and all phases of the design process including research, 3d development, digital renderings, technical sketches, prototypes, + refined final edited outcomes;

Materials, swatches, + color concepts are to be included within the portfolio including examples of details/trims

Convey your visual story with full consideration to typography, illustration style, + media.

The portfolio may be supported by excerpts from design journals, process books, + other design development showcasing research, iteration, + exploration.

SUBMISSION

Please submit portfolio + application, online via FluidReview.

[<https://CFDA-Applications.fluidreview.com/>]

1. DIGITAL HYBRID + PDF PORTFOLIO
2. VIDEO SELF INTRODUCTION {60 SECONDS OR LESS!}
3. STATEMENT
4. [1000 WORDS OR LESS SPEAKING TO COLLECTION'S IDEA, NARRATIVE, AND KEY MATERIALS, PROCESSES, CONTEXTS]
5. RESUME/ CV
6. HEADSHOT + BIO
7. FACULTY/ CHAIR LETTER OF RECOMMENDATION*
8. COMPLETED APPLICATION + CONSENT FORM

***Faculty Endorsement;** Candidates are required to provide endorsement and reference from a faculty member or tutor (Director, Program Chair, Senior Thesis Professor or Equivalent) Faculty referees will only be contacted if candidate advances to the finalist stage and a concise feedback from will be provided.

Note to students: Only complete, faculty/ school endorsed submissions will be accepted {up to ten (10) submissions per participating school}

ENDORSEMENT

THE CFDA WILL ACCEPT UP TO 10 SUBMISSIONS PER PARTICIPATING SCHOOL AS SELECTED/ ENDORSED BY THE SCHOOL DEAN/CHAIR/DIRECTOR

TIMING

SCHOOL ENDORSED DIGITAL PORTFOLIOS + APPLICATIONS MUST BE RECEIVED BY
WEDNESDAY APRIL 12, 2017

SELECTION

PHASE 1 | FINALISTS

In **April 2017**, up to six (6) Finalists will be determined by a CFDA Selection Committee based on review of digital portfolio and application elements;

PHASE 2 | INTERVIEWS

In **May 2017**, each selected finalists will be invited by the CFDA to New York to present their physical portfolio in person to the CFDA Selection Committee comprised of CFDA Members

PHASE 3 | AWARD

Up to two (2) CFDA Scholarship Awards of **\$25,000** each will be selected by the committee; with final decision and notifications in **June 2017**

CRITERIA

EXEMPLARY DESIGN VISION +
IDENTITY + ACUMEN + CREATIVITY +
PROFESSIONALISM
TALENT + CREATIVITY + VISION +
ACUMEN + PROFESSIONAL READINESS

SCHOLARSHIP AWARD =

TO DEFRAY YEAR 4 TUITION +/-or THESIS/
FINAL YEAR EDUCATION EXPENSES

CFDA Scholarship Program Participants

Academy of Art University | San Francisco, CA
California College of the Arts | San Francisco, CA
Columbia College of Chicago | IL
Drexel University | Philadelphia, PA
Fashion Institute of Technology | New York, NY
Kent State University | Ohio, + New York, NY
Massachusetts College of Art + Design | Boston, MA
Miami International University of Art + Design | FL
Parsons the New School for Design | New York, NY
Philadelphia University | Philadelphia, PA
Pratt Institute | Brooklyn, NY
Rhode Island School of Design | Providence, RI
Savannah College of Art + Design | Savannah
+ Atlanta, Georgia
The School of the Art Institute of Chicago | IL
Stephens College | Columbia, MO
Syracuse University | Syracuse, New York
University of Cincinnati | Cincinnati, Ohio
Virginia Commonwealth University | Richmond, VA

Program Queries:
Education + Professional Development

Sara Kozlowski | Director, S.Kozlowski@CFDA.com
+ Anna Chae | Coordinator, A.Chae@CFDA.com