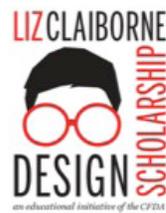


## About

***“As a designer, Ms. Claiborne did not care to be considered a trendsetter. She placed practical concerns over the glamour of the catwalks and the prestige of designer prices. Her arrival as a fashion brand was well timed, catching the beginning of a great change in American society as women headed to the workplace in large numbers.”***

– Eric Wilson, New York Times, 2007



In 2009, the **Council of Fashion Designers of America (CFDA)** and Art Ortenberg, Liz Claiborne’s husband and business partner established the **Liz Claiborne Design Scholarship Award**.

This prestigious design award recognizes Liz Claiborne as a design leader, creative entrepreneur, and pragmatic innovator of fashion.

In context of 1970’s dressing, Liz Claiborne was disruptive to the industry- yet her strategic intuition was enormously successful- and by the mid 1980’s became the first woman, founded Fortune 500 Company. At a time when many American designers were striving to create luxury, opulence and exclusivity within their brands, Claiborne instead, designed to fit the needs of her customer- re-coding sportswear into comfortable, versatile, affordable, styled fashion separates. As a holistic design and business thinker, Claiborne engaged in every phase of the creative process as well as production, merchandising, sales, and presentation- known best for presenting directly to clients- demonstrating how best to wear each season’s colors, shapes, and layers.

Claiborne and Ortenberg, were avid philanthropists, and established the Liz Claiborne & Art Ortenberg Foundation in 1987, which today remains committed to wildlife preservation & environmental conservation.

# LIZ CLAIBORNE SCHOLARSHIP AWARD | 2017

## 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

## DESIGN FOR FUTURES

Today, fashion paradigms are shifting faster than ever before. The way we make, show, sell, buy, wear, and consume fashion is changing- supply chains are being re-designed, new models of sales, presentation, and editorial are being invented- with see now buy now platforms existing alongside bespoke, slow fashion and customization.

Liz Claiborne's legacy was founded on her instinctive vision of contemporary fashion's changing needs, behaviors and desires. Much of her brand's innovation was framed at the intersection of [fashion] design, business, technology, and society – just as today.

As the future of fashion, every choice you make in the design process comes with impacts- environmentally, socially, and ethically. Equally, every message produced through a brand's story has the power to influence, transform, and to change (hopefully for good)!

## AWARD

### 1 \$25,000 SCHOLARSHIP AWARD

Up to **three (3) CFDA Liz Claiborne Scholarship Finalists** will be invited to New York, to present their portfolios in person to a CFDA Member Selection Committee in **May 2017** who will select one (1) **\$25,000** Scholarship Award to be announced in **June 2017**.

## ELIGIBILITY

FULL TIME, THIRD YEAR UNDERGRADUATE  
 FASHION STUDENTS IN GOOD ACADEMIC  
 STANDING OF AN ACCREDITATED AMERICAN  
 COLLEGE/UNIVERSITY

## PORTFOLIO

*With a view to {positive} futures, imagine what Liz Claiborne might create, if she were to build a new brand and collection in this current fashion landscape of change. Would she be fascinated by technology and reinvention of seasons and sizing or by creating timeless heritage “Favorited” wardrobe pieces that have their desire expressed by their wearer by ending up in the laundry rather than the back of the closet?*

*Consider the entire brand lifecycle and all the steps your ideas take from paper to closet, to disposal as well as what falls between like sales and packaging, delivery, care, wear, mending and repair, discard or hand me down.*

## SPECIALIZATIONS

**APPAREL, ACCESSORIES, JEWELRY, MATERIALS  
{TEXTILES +/-or KNITWEAR}**

## MARKET EXPLORATION + RESEARCH

- Look for opportunities to make a significant impact. Analyze your findings and narrow your scope while defining your concept & developing your collection.
- Conduct research to understand the brand experience of your intended customer, so that you may integrate this research into the design of clothing within the collection as well as consideration to packaging, order and service systems.

## CREATE

- Create a Liz Claiborne signature fashion collection {or system} supported by a brand narrative, & element of sustainable design innovation.
- Build items able to stand alone as separates yet layerable, mixable, matchable. Devote acute attention to material finishes, details, & high quality construction.
- Strive to innovate and further the envisioned brand’s “journey towards sustainability” through design thinking with attention to people, product, & process based design strategies;
- Invent a brand ethos + strategy/ies that messages the collections story, principles, use, & experience
- Develop a basic model for how your collection will be presented, showcased, sold, merchandised, etc (*i.e will it be a traditional wholesale line, showcased on a runway or presented in some other new, distinctive way?*)

## PRESENT

- Develop a professional quality portfolio submission that contains the collection, all phases of design development; brand narrative, and basic business model (sales, presentation etc)
- The portfolio is encouraged to holistically consider all aspects of research, process, presentation, content, and visual narrative;
- Incorporate clear research of your customer (demographic, psychographic, etc) within your presentation;
- Demonstrate thinking about the collection’s sustainability and social innovation components, and any frameworks used to measure material/ process impacts;
- Materials, swatches, and color concepts are to be included within the portfolio including examples of details/trims; Convey your brand story with full consideration to typography, illustration style, and media;
- The portfolio may be supported by excerpts from design journals, process books, and other design development showcasing research, iteration, and exploration
- Sampling of garment details, finishings, dyeing, knit, etc
- Swatches of all materials + manipulations, washes, treatments etc

# SCHOLARSHIP

## TIMING

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

## ENDORSEMENT

**THE CFDA WILL ACCEPT UP TO FIVE (5) SUBMISSIONS PER PARTICIPATING SCHOOL AS SELECTED/ ENDORSED BY THE SCHOOL DESIGNATED DEAN/CHAIR/ DIRECTOR**

## SELECTION

### PHASE 1 | FINALISTS

In **April 2017**, up to three (3) Liz Claiborne Scholarship 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 Liz Claiborne Scholarship finalist 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

One (1) CFDA Liz Claiborne Scholarship Award of \$25,000 will be selected by the committee; with final decision and notifications in **June 2017**

## SCHOLARSHIP

**\$25,000 AWARD TO DEFRAY YEAR 4 TUITION +/-or THESIS/ FINAL YEAR EDUCATION EXPENSES**

## CRITERIA

**QUALITY OF: INNOVATION + VISION + CREATIVITY + DEPTH + BREADTH OF RESEARCH + VIABILITY OF IDEAS PRESENTED**

## SUBMISSION

Please submit portfolio + application, online via FluidReview

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

- Digital Hybrid + PDF Portfolio
- Video Self Introduction {60 seconds or less!}
- Statement [1000 words or less speaking to collection's vision, ethos, approach, and key strengths]
- Resume/ CV
- Headshot + Bio
- Faculty/ Chair Letter of Recommendation\*
- Completed Online 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.

**Not to students:** Only complete, endorsed submissions will be accepted {up to five (5) per participating school}

Program Queries| Education + Professional Development

Sara Kozlowski | Director, [S.Kozlowski@CFDA.com](mailto:S.Kozlowski@CFDA.com)

+ Anna Chae | Coordinator, [A.Chae@CFDA.com](mailto:A.Chae@CFDA.com)