



## DESIGNER APPLICATION

September 6, 2018 New York Fashion Week Event

dapperQ's Queer Fashion Show at Brooklyn Museum

### Submission Guidelines:

Your cooperation is necessary in order for us to give your work a full, fair and timely review. Please review and follow these guidelines carefully. Thank you.

### What we look for:

dapperQ is committed to providing equal access to our fashion week platforms. We seek to showcase established and emerging designers with robust collections of full head-to-toe complex, thoughtful, artfully curated full cut and sewn designer ensembles (e.g., cannot be blank garments with surface designs). We will consider forward-thinking underwear/lingerie brands (e.g. advanced cage work or collaborations such as TomboyX and Clear Coated from our 2017 show), and accessory collaborations on a case by case basis, keeping in mind that priority will be given to collections that are fully designed from scratch. Additionally, we like to invite new designers to participate so that our shows are a mix of new and returning designers. If you've shown for us in previous years and are not selected for this year, we still love your design work but are making room for other talented members of our communities to shine!

Eight designers in total will be selected. We welcome queer and ally designers with new collections that are systemically rooted in gender-nonconformity and that dismantle traditional gender constructs. **We also welcome designs across the feminine-masculine spectrum.** Preference is given to designers who can produce a full collection of **6-10 complete looks**, rather than designers that produce single pieces (e.g., no t-shirt lines, blank garments with surface designs, and accessory only lines, etc.) or stylists that put together looks created by other brands.

### Due Dates:

- Application due March 1, 2018
- Final selection and announcements made April 1, 2018
- Acceptance letter with non-refundable dapperQ production/showing fee of \$250 due by May 1, 2018 (To cover professional lighting, runway, and other production expenses)

## Requirements and Expectations to Show Your Collection

- Debut a new collection of 6-10 looks that challenge traditional gender constructs
- Send a full preview of your looks no later than June 30, 2018
- Recruit your own models no later than June 30, 2018 (One look per model. Brands cannot share any models)
- Demonstrate a commitment to diversity, ensuring that models are reflective of our LGBTQ community
- Keep in regular contact with your models, including scheduling fittings and providing styling instructions, such as bringing shoes that are clean, polished, and runway ready
- Provide your own steamers and clothing racks
- Submit your runway music for review and approval no later than June 30, 2018 (We reserve the right to select final music)
- Submit your visuals/logos for review and approval no later than June 30, 2018
- Provide your own volunteer stylists, assistants, makeup artists, photographers, and volunteer crew
- Submit the names of your full crew and models for backstage access no later than July 15, 2018
- Be able to show on September 6, 2018 at Brooklyn Museum

### Application:

#### 1. Contact Information

(Name, Address, Telephone Number(s), Email Address)

#### 2. Bio

Please provide us a biography with the following included:

- Your fashion interests and training background
- Why you are interested in participating in dapperQ's NYFW show
- A brief description of your brand
- Links to website, social media, and press coverage
- List previous dapperQ shows that your brand has participated in
- Provide a 3-4 sentence answer to the following: How do your garments challenge traditional gender binaries and how are the coded language for empowerment and resisting the status quo?

#### 3. Images

- Please provide 5-6 images of your work, including your most recent fashion designs

Please submit your application via e-mail to [info@dapperQ.com](mailto:info@dapperQ.com) no later than March 1, 2018 by 5PM EST.