



SUBMISSION PACKET

Creative Lab

Fashion Immersive
July 17, 2015 - February 2016

Sponsored by

State of Hawaii, Creative Industries Division
Department of Business & Economic Development (DBEDT)
High Technology Development Corporation (HTDC)

Founders

State of Hawaii, Creative Industries Division/DBEDT
The Cut Collective



THE CUT COLLECTIVE, LLC.

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OVERVIEW

Creative Lab is an immersive year-round program to accelerate global export of Hawaii's creative content and creative products to strengthen our creative entrepreneur's capacity for success.

Co-founded in 2012 by the Hawaii State [Department of Business, Economic, Development, and Tourism](#) (DBEDT)'s Creative Industries Division and the Hawaii International Film Festival (HIFF), Creative Lab and Creative Lab at HIFF provide a rich environment for creative collaboration and building of new business relationships with a global audience.

Creative Lab represents a key facet of DBEDT's HI Growth Initiative and is developing an ecosystem of connectivity to increase export, attract investment, and build the state's creative entrepreneurial capacity.

Led by the Creative Industries Division and industry partners including the [Writers Guild of America](#), [Producers Guild of America](#), Hawaii Academy of Recording Arts, The Hawaii International Film Festival, and [Screen Actors Guild/AFTRA](#), Creative Lab aims to further the professional development of creative entrepreneurs and increase the growth of commercially viable contact for acquisition/distribution.

MISSION

The mission of the Creative Lab Fashion Immersive (CL/FI) is to identify creative entrepreneurs (fashion apparel and/or accessory designer) and provide up to ten participants an opportunity to deepen their relationship with their craft, increase opportunities for investment, and provide them with mentoring/coaching on the business of creating content, producing it, marketing and monetizing it. CL/FI strives to accelerate their next steps in their professional careers.

EXECUTION

- Step 1: Include up to 10 participants in the 5-day Fashion Immersive program that will provide them with the business experience and an understanding of the fashion industry in Hawaii and how it's connected to the US Mainland market and possibly International market.
- Step 2: Select up to 3 "Finalists" who will be mentored through the process of designing a collection, creating patterns, samples, and additional brand collateral needed for professional sales and marketing meetings.
- Step 3: Take up 3 Finalists to Los Angeles during the official LA Fashion Market to participate in an immersive program that would include meetings with industry experts, creating investment and sales opportunities, and networking with sourcing/manufacturing businesses.
- Step 4: Continued mentoring for all original participants and Finalists to create a presentation to show at a major Hawaii fashion platform event.
- Step 5: Present a runway show and/or presentation at a major Hawaii fashion platform event.
- Step 6: Host final mentoring sessions for all original participants and Finalists through development of the remainder of their collection and facilitate follow up meetings with mainland contacts to help accelerate them to the next steps of their careers and projects.

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PROGRAM GUIDELINES

APPLICATION AND SUBMISSION PROCESS : DUE JULY 10th, 2015

Applicants must provide CL/FI with the following:

- Curriculum Vitae/Resume Biography: Applicants are asked to provide background information to give the selection panel an understanding of the individual's education, career, experience, and major accomplishments.
- General Excise Tax License: Applicants must be a Hawaii-based fashion design business (including products - such as hats, t-shirts, bags, soft goods, and accessories etc). Must provide proof of a GE Tax License and have paperwork (or started the process) for registering the business name through the DCCA.
- Portfolio: Compilation of sketches, mood board, inspirational material, and/or written essay of brand concept and collection participant's plan to focus on during the program.
- (OPTIONAL) Portfolio: sketches and/or pictures of **previous** work
- Minimum 5-page Business Plan: This will be used at the start of 5-day immersive workshop
- 2-page Synopsis: Write of their passion and commitment to taking their career to the next level, to succeeding in CL/FI, to help others in the program achieve their goals, and to be a vibrant participant in the local community.
- Completed Application and signed Release Form together with any submitted material.
- Ability to commit to the 5-day immersive workshop in Hawaii.
 - NOTE: If any applicant can NOT commit to the FULL 5-day immersive, they will not be considered for the program. The program committee reserves the right to remove any participant due to absences and/or lack of participation and replace with a more available candidate.
- Ability to commit time to focusing on program goals and objectives.

NOTE: Please be advised that all material must be submitted in PDF format to CL-FI@thecutcollectivehi.com. Any material that is submitted which does not follow proper format and/or contains an unacceptable amount of typographical errors will automatically be rejected.

Daily sessions will be split between group sessions, CL/FI Executive Director, coaches, and potential guests. There may be assignments to complete and turned in the following day. Do not plan things in the evening that are not CL/FI related. All sessions will take place at Manoa Innovation Center, Honolulu, Hawaii.

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PROGRAM GUIDELINES

IMPORTANT DATES AND SCHEDULE

Post Creative Lab Fashion Immersive: Email to Hawaii based designers	June 22
Applications Due Date	July 10
Selection of Participants	July 11 - 13
Notification of Participants via email, with required paperwork for workshop	July 13 - 14
5-DAY WORKSHOP	July 17 - 21
Final Submissions for consideration as a Finalist	August 3
Selection of Finalists	August 7
Notification of Finalists via email, with required information to prepare for LA trip	August 7
1st meeting with The Cut Collective to prepare samples	August 10 - 14
Selection of 5 garments	August 14
1st pattern	August 17-21
1st sample	August 21 - 31
Edits and 2nd samples	1st week of September
Final Fit Sample - Fit Session	2nd week of September
Preparations for Photo Shoot	3rd week of September
Photo Shoot	3rd week of September
Creation of Brand Collateral	4th week of September
Printing of Brand Collateral	4th week of September
Final Preparations for LA	1st week of October
Los Angeles Business-to-Business Meetings	October 12-16
Honolulu Fashion Week	November 20-22

PROGRAM GUIDELINES

SELECTION PROCESS

Step 1: Submission of materials for inclusion of program: participants are asked to submit the following materials for consideration:

1. Curriculum Vitae/Resume Biography
2. General Excise Tax License/DCCA registered business name
3. Portfolio of brand concept + collection
4. Minimum 5-page Business Plan
5. 2-page Synopsis
6. Completed Application and signed Release Form
7. (OPTIONAL) Portfolio of previous work

This material will be reviewed and assessed by CL/FI Program Director and partners. Up to 10 "Participants" may be chosen from the submissions

Step 2: CL/FI Program Director forwards the Applicants' information to CL/FI selection board. They will weigh in and aide the Program Director and staff in choosing up to 10 Participants. Applicants will be graded on the following areas:

1. Creativity - Uniqueness of brand, originality/progressiveness of concepts, and execution of designs.
2. Overall business knowledge/acumen
3. Commitment to business and personal success
4. Passion for the CL/FI program, peers, and community
5. Past achievements related to the industry

Step 3: The CL/FI Program Coordinator informs Applicants as to which of them have been chosen to participate in the 2015 CL/FI.

**Applicants who will not be advancing will be informed.

RELEASE FORM

To Whom It May Concern:

I am submitting to Creative Lab this release form ("Release") in connection with my participation in the Creative Lab Fashion Immersive ("Program"). I hereby represent, warrant and agree that:

1. I am executing this Release as a condition of my participation in the Program. I acknowledge that I have received and read the document entitled Creative Lab Fashion Immersive Guidelines ("Program Guidelines.")

Concurrently with the submission of this Release, I am submitting a completed application form ("Application"). I hereby represent and warrant that the information I have supplied in the Application is true and correct to the best of my knowledge and that I have otherwise complied with all requirements for participation in the Program as set forth in the Program Guidelines.

2. As part of my participation in the Program, I may submit to Creative Lab previous fashion designs and/or garments (the "Design Material"). In connection with my submission of the Design Material, I acknowledge and agree that:

- (a) Creative Lab is not undertaking any obligation other than as set forth in the Program Guidelines.
- (b) Neither my submission of the Design Material, my entering into this Release, nor my participation in the Program shall establish any express or implied confidential relationship between Creative Lab and me with respect to the Design Material or otherwise.
- (c) No contract or obligation of any kind is assumed by Creative Lab by reason of my submission of the Design Material or my participation in the Program. I expressly consent to the dissemination and distribution of the Design Material consistent with the Program Guidelines, including without limitation to the individuals selected to participate as Program administrators, coaches, instructors, judges, co-sponsors and partners.

3. I am the sole designer and owner of all Design Material and have the full right and authority to submit the Literary Material to Creative Lab upon the terms and conditions stated herein. The Design Material is original with me, and not currently under option to any third party, and the submission hereunder of the Design Material will not violate any law or any right of any person or entity. I agree to hold Creative Lab, and all Program administrators, coaches, instructors, judges, co-sponsors and partners harmless for the any liability or damages resulting from my breach of the representations and warranties contained in this paragraph.

4. I have retained at least one copy of the Design Material and I understand that the Design Material will not be returned to me for any reason. I understand that Creative

Lab accepts no liability whatsoever for the damage to, non-return, or loss of the Design Material.

5. I have read, understood and complied with this Release, the Application and Program Guidelines, which are incorporated herein by this reference. No oral representations of any kind have been made to me, and this Release, together with the Program Guidelines and Application, contain the entire understanding between Creative Lab and me with respect to the Design Material and the Program, and supersedes any prior or contemporaneous understandings, correspondence or other documents. Should any provision or part of any provision of this Release be deemed void or unenforceable, such provision or part thereof shall be deemed omitted, and this Release with such provision or part thereof omitted shall remain in full force and effect. I acknowledge and agree that any modifications to or waivers of any of the provisions of this Release must be expressly approved by Creative Lab in writing.

6. If the Design Material is submitted by more than one person, then all such persons will sign this Release, the words "I", "my", "me" and the like throughout this Release shall refer to all such persons, and this Release will be binding jointly and severally upon all such persons. This Release shall be construed and enforced pursuant to the laws of the State of Hawaii with respect to contracts negotiated, entered and performed entirely within the State of Hawaii. Any litigation in connection with this Release shall be conducted exclusively before a federal or state court of competent jurisdiction located in the State of Hawaii, County of Honolulu. Creative Lab and I each hereby waive any objection and submit to the in persona jurisdiction and venue of such court.

Sincerely,

Signature: _____

Address: _____ City: _____

State: _____ Zip: _____

Phone (home) _____ Phone (other): _____

ACCEPTED AND APPROVED: Creative Lab, Executive Director

By _____

DELIVERABLES

Participants in the Creative Lab Fashion Immersive must be committed to fulfill the following in order to be considered:

1. Complete all submissions materials as requested on time.
2. Participate in the program as it is designed.
3. Attend each day of the program as described in the schedule.
4. Complete a plan of action as requested during the program.
5. Participate in 8 months of mentoring.
6. Create a one-year action plan at the end of the 8-month program
7. Be coachable.
8. Be in communication with the Executive Director, Program Coordinator, Mentors, and coaches as requested.
9. Be committed to your success and the success of your fellow participants.



CREATIVE LAB FASHION IMMERSIVE

JULY 2015-FEBRUARY 2016
MANOA INNOVATION CENTER

PROGRAM APPLICATION

APPLICANT INFORMATION

NAME: _____ DATE: _____
Last First

ADDRESS: _____
Street Address Apartment/Unit #

City State ZIP Code

PHONE: _____ EMAIL: _____

WEBSITE: _____

CERTIFICATION and SIGNATURE

I certify that I have read the Guidelines, registered my material, and that I have read and signed the Release Form. All requested materials are attached with my application.

SIGNATURE: _____ DATE: _____

For any questions, comments, and/or concerns, please contact Creative Lab Fashion Immersive's Program Director at CL-FI@thecutcollectivehi.com



THE CUT COLLECTIVE, LLC.