FOOTWEAR INNOVATION AWARD

AWARD

In celebration of more than 35 years of rich brand heritage, innovation & philanthropy, Kenneth Cole Productions & the Council of Fashion Designers of America (CFDA) have partnered to create the Kenneth Cole Footwear Innovation Award, inspiring design leadership.

The Kenneth Cole Footwear Innovation Award is a one-year design fellowship opportunity offered to fashion graduates combining design with social consciousness. Students graduating in 2020 from an American, accredited, full-time degree program are invited to develop portfolio submissions designing within the category of footwear supported by a fully envisioned brand story and empowered design idea.

Rich with mentorship, the Kenneth Cole Footwear Innovation Award builds both conceptual and practical skills, while promoting creative consciousness and collaboration. During the year-long placement, the awarded designer(s) will work rotationally with multiple departments, in order to have a holistic understanding of the entire life cycle of a product. Kenneth Cole Innovation Fellows will explore the power of design to create value in society through empowered awareness culminating with design, development, and presentation of a researched project mentored by the Kenneth Cole team.

The 2020 Kenneth Cole Footwear Innovation Award will identify up to three recipients who best demonstrate an understanding of the Kenneth Cole brand, exemplary design identity, and unique point of view within the areas of footwear design and social impact.

Each selected Awardee will receive:

- A one year/12-month, full-time design fellowship within Kenneth Cole Productions, New York and annual stipend of $50,000
- Immersive learning opportunity to work alongside Kenneth Cole leadership teams through focused, rotational placements throughout multiple areas of the business
- Hands-on professional mentorship aimed to build creative, technical, and business acumen within design
- Conceptualize and present a year-long project that combines innovation and social consciousness

KENNETH COLE
2020 SUBMISSION GUIDELINES

ELIGIBILITY

Applicants meeting the following criteria are eligible to develop submissions:

- Anticipated graduation no later than July 2020, from a full-time, accredited fashion degree at an American college or university
- Must be in good academic standing with positive letter of recommendation endorsing submission
- If selected, graduate must be eligible for full-time employment for one year* within the U.S., and willing to relocate to New York for the duration of the placement
- Must be eligible to work in the United States for the program’s duration

*Approximate Fellowship dates are August 2020–September 2021 as mutually determined by Fellow and Kenneth Cole Productions; annual stipend will be provided by Kenneth Cole as compensation for full-time placement and is subject to taxation according to IRS and New York State Tax requirements.

*Please refer to the Application + Applicant Acknowledgement and Release Form for further explanation of eligibility.

SUBMISSION

The CFDA will accept a maximum of six (6) school endorsed submissions per school. Each school’s submissions are to be sent together and must be complete to be eligible for consideration.

Note to students: Please do not submit your portfolio directly to the CFDA as only faculty/school endorsed submissions will be accepted:

Council of Fashion Designers of America (CFDA)
Education + Professional Development
65 Bleecker Street / Floor 11
New York, NY 10012
Attn: Kevin Bass / Programs Liaison, Education + Professional Development
k.bass@cfda.com / cfda.com
D 212.768.5719

All submissions must reach the CFDA office no later than the deadline of Monday, April 13, 2020.

KENNETH COLE FOOTWEAR INNOVATION AWARD
In partnership with COUNCIL OF FASHION DESIGNERS OF AMERICA
65 BLEECKER STREET FLOOR 11, NEW YORK, NY 10012
CFDA.COM / facebook.com/cfda / twitter.com/cfda / youtube.com/cfdatv

KENNETH COLE
2020 SUBMISSION GUIDELINES

SELECTION PROCESS

PHASE 1: FINALISTS
In April 2020, up to ten (10) Finalists will be determined by a CFDA and Kenneth Cole Productions Selection Committee based on review of portfolio and application elements.

PHASE 2: INTERVIEWS
In May 2020, each selected finalists will be invited for an interview with the Kenneth Cole Productions team (virtual/or in person, based on location).

PHASE 3: SELECTION
The 2020 Kenneth Cole Footwear Innovation Fellow(s) will be selected and notified in May 2020.

APPLICATION CHECKLIST
All of the below assets must be included in a USB drive along with the physical submission.

PORTFOLIO
• Physical Portfolio (no larger than 11” x 17”)
• Digital Portfolio (PDF)
• Written Statement (1000 words max)

VIDEO
• Video Introduction/Narrative (up to 60 seconds)

PAPERWORK
• Resumé
• Application + Consent Form
• Letter of Recommendation and Endorsement
• Corporate Application
2020 SUBMISSION GUIDELINES

Part I – COLLECTION

Designed with a unique point of view, the collection should be supported by a fully envisioned brand story and include an innovative social or community based component. The social component should define: where the collection is made; what materials is it made from; who would wear the collection; and what does the collection stand for.

Part II - PORTFOLIO

Develop 2 portfolios for submission. (1) Physical Portfolio and (1) Digital Portfolio (must be in PDF digital format) that considers presentation, content, and creativity.

A. Statement

No more than 1000 words highlighting the idea, narrative, and collection (collection’s title, concept, and social impact story). The statement can include the design ethos, approach to the collection’s research, key design processes, materials, or strategies.

B. Presentation

- Well organized, professionally packaged portfolio with a cohesive narrative
- Physical portfolios may be creative, however, the concept should be clearly understood and clean
  *Physical portfolio size cannot exceed 11” x 17” (including packaging).

C. Content – A minimum of twelve (12) design concepts are required.

- Curate a cohesive collection showcasing hand sketching, materiality, illustration, and image-making, etc.
- Include a full evolution of ideas and all phases of the design process, including research, digital renderings, technical sketches, prototypes, and refined final edits
- Include example of details, trim, materials, swatches, and color concepts
- Convey construction and multiple views - interior, soles, lasts

D. Creativity

- Visually articulate your design and social narrative
- Convey your visual story using typography, illustration, or media
- Combine an understanding of the Kenneth Cole DNA and a unique point of view

Part III – VIDEO NARRATIVE

In 60 seconds or less, create a compelling narrative sharing your idea for the Kenneth Cole Footwear Award and social impact. Explain how your idea considers the greater social context of empowered design, and how to use design FOR GOOD.

- Include an introduction about yourself, what you stand for, what you believe in, and why you are who the Kenneth Cole team is searching for
- Be mindful of setting and background when filming