LIZ CLAIBORNE DESIGN FOR IMPACTFUL FUTURES SCHOLAR AWARD | 2020

“DESIGN FOR IMPACTFUL FUTURES” LIZ CLAIBORNE
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, customization, and rental systems.

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 change (hopefully for good)!

In 2009, the Council of Fashion Designers of America and Art Ortenberg, Liz Claiborne’s husband and business partner, established the Liz Claiborne Design Scholarship Award. The CFDA Liz Claiborne Design for Impactful Futures Scholar Award is a $25,000 scholarship for undergraduate Junior/Year 3 students. The prestigious scholarship celebrates the American legacy of Liz Claiborne as a design leader, creative entrepreneur, and pragmatic innovator of fashion while promoting the next generation of fashion’s potential to power change and create sustainable futures.

ABOUT
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.

In context of 1970s dressing, Liz Claiborne was disruptive to the industry yet her strategic intuition was enormously successful. By the mid 1980s, Claiborne became the first woman who founded a 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 and 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 and environmental conservation.

“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
SPECIALIZATIONS
WOMEN'SWEAR
MEN'SWEAR
UNISEX
ACCESSORIES
JEWELRY
TEXTILES
KNITWEAR
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 amidst waste crises, climate action and rise in mindfulness to accelerate sustainable innovation.

Would she be fascinated by technology as tool for sustainable systems innovation such as reinvention of seasons and sizing? Or creating timeless heritage “favorited” wardrobe pieces that have their desire expressed by the wearer by ending up in the laundry rather than the back of the closet?

Consider environmental, social, cultural, and financial impacts across entire brand lifecycle and all the steps your ideas take from paper to closet to disposal, as well as what falls between sales, packaging, delivery, care, wear, mending and repair, discard or hand-me-down.

Look for opportunities to make significant change and positive impact. Analyze your findings and narrow your scope while defining your concept and 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 a Liz Claiborne signature fashion collection (through personal interpretation and modern definition) supported by a brand narrative, and element of sustainable design innovation.

Build items able to stand alone as separates yet layerable, mixable, and matchable. Devote acute attention to material finishes, details, and high quality construction.

Strive to innovate and further the envisioned brand’s “journey towards sustainability” through design thinking with attention to people, product, and process-based design strategies.

Invent a brand ethos and strategy that messages the collections story, principles, use, and experience.

Develop a basic model for how your collection will be presented, sold, merchandised, etc. (i.e. will it be a traditional wholesale line, showcased on a runway or presented in some other new, distinctive way?)

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, sampling, 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, dying, knit, etc.

Swatches of all materials + manipulations, washes, treatments, etc.
CRITERIA

INNOVATION

VISION

CREATIVITY

IMPACTFUL POTENTIAL

VIABILITY
ELIGIBILITY

Full-time, year-three undergraduate {BFA/ BA} fashion student of an American college or university. Accepted specializations include: Apparel, Accessories, Jewelry, Materials, Technical Design.

The CFDA will accept up to 5 submissions per school as endorsed by the school’s Dean, Chair, Director or equivalent.

SUBMISSION

School-endorsed submissions must by received by Tuesday, March 31, 2020. Each school may endorse up to 5 student portfolios per program.

ENDORSED APPLICANTS

Endorsed applicants and host schools will receive a URL link to upload portfolios and related applications which will include:

- PDF Portfolio (selected finalists will need to present a physical portfolio to the selection committee)
- Application and consent form
- Video self-introduction (60 seconds or less)
- Written statement (1,000 words or less)
- Resume/CV
- Headshot
- Bio

SELECTION

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<tr>
<th>Phase</th>
<th>Description</th>
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<tr>
<td>Phase 1</td>
<td>Finalists: In April, up to (3) Finalists will be determined by a CFDA Selection Committee based on review of digital portfolio and application elements.</td>
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<td>Phase 2</td>
<td>Interviews: In April, each selected finalists will be invited by the CFDA to New York to present their physical portfolio in person to the CFDA Selection Committee.</td>
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<td>Phase 3</td>
<td>Award: (1) Liz Claiborne Design Scholarship Award of $25,000 will be selected by the committee with final decision and notification in June.</td>
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Questions? Please email education@cfda.com with any general questions.

Visit CFDA.com Programs for more information about the Liz Claiborne and other CFDA Scholarship Program student scholarship opportunities.