



ACCESSORIES INNOVATION COMMITTEE

## **APPLICATION**

SPRING 2018

NAME:

TITLE:

COMPANY:

BRAND NAME:

BUSINESS ADDRESS:

CITY, STATE, ZIP CODE:

PHONE NUMBER:

EMAIL:

WEBSITE:

INSTAGRAM: @

TWITTER: @

FACEBOOK: @

NUMBER OF YEARS IN BUSINESS:

EMPLOYMENT:

Are you currently working full time on your brand? If no, please describe any other current employment.



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## **HISTORICAL BACKGROUND**

1. Where and when did you start your brand?
2. Tell us about your professional background.
3. Describe your brand in 100 words or less.

## **BRAND POSITIONING**

1. Briefly describe your brand current positioning and your design DNA.
2. Name 3 competitors. What distinguishes your product apart from these competing brands?





## **COLLECTION**

1. How many collections do you produce each year?
2. What is your product category?
3. Where do you produce your collection?
4. Please provide average retail price points.

## **OVERVIEW OF EXISTING BUSINESS**

1. What is your total sales volume to date?
  - a. What is the breakdown of wholesale?
  - b. What is the breakdown of retail?
  - c. What is the breakdown of online?
2. What is your projected sales volume for 2017?
3. How is your business financed?
4. Is your business profitable? If not, what is needed to make your business profitable?
5. Do you currently have paid employees? If so, please list how many and their roles.
6. If you wholesale your product, do you work with a showroom? If so, please list showroom details.



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7. If you wholesale your product, who are your top 5 retail/online accounts?
  
8. Are you involved with any other professional organizations? If so, please list them.



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## **OBJECTIVES**

1. Describe in detail your near and long-term goals for your brand and your company.

2. If accepted, what are your expectations from the AIC program?



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## **REQUIREMENTS**

1. Please provide a headshot & bio.
2. Please provide a digital packet of relevant brand materials, press, line sheets & current look books.
3. Please submit 2 letters of endorsement from professionals in the industry.

## **PARAMETERS**

1. Applicants must be in business for under 5 years and are required to already have at least 6 months of established business or 1 year of equivalent professional experience with a very cohesive concept.
2. Applicants must enroll in membership to the Accessories Council once selected into the program.
3. All final applications must be submitted on or by December 1, 2017. Applications will not be accepted after this deadline.
4. Applicants must be based in the United States.



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**APPLICANT ACKNOWLEDGMENT**

NAME: \_\_\_\_\_

COMPANY: \_\_\_\_\_

SIGNED: \_\_\_\_\_

DATE: \_\_\_\_\_

Applicants acknowledge that the Accessories Council will have the right to use brand materials for social media and marketing purposes if selected: i.e. images, videos, logos, etc. No information in this packet will be released to any 3rd party companies. If selected, the annual fee for membership is \$500.



ACCESSORIES  
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