

## The DMD Lab

DMD Lab is a project to help the seriously talented be seriously successful.

We understand that being an innovative fashion designer takes courage, passion and a lot of grit. It also takes the support of good fundamentals in marketing and branding, as well as the right contacts. Sometimes emerging designers can't afford those things on the way up. We want to help them.

This Spring DMD will be starting relationships with a few promising designers to help them get noticed by the fashion world. In return, we get to work with some seriously passionate people and get more involved in fashion. Sounds like a good deal to us!

## What You'll Receive

The selected designers will receive pro bono strategic consult, graphic design expertise and public relations support to establish their brands among industry influencers including fashion editors, stylists and key stakeholders. Services provided will include brand strategy and positioning, brand template and look book design, press kit development, trade show support and media relations for a period of at least 6 months. Services may also include logo design and website design and development, as deemed necessary by the designer and DMD's creative team.

## Selection Process

DMD will review applications with a selection committee comprised of fashion industry stakeholders. Selected designers will be notified by December 22, 2008.

## About DMD

DMD is an integrated marketing company. We build awareness, change perceptions, motivate action, and effect change by creating experiences and narratives that are both inspiring and compelling. DMD partners with clients to realize and deliver ideas through advertising, branding, design, grassroots campaigns, interactive and public relations campaigns. Audience research and industry insight drive all of our efforts, producing measurable results.

## Instructions

To be considered for the DMD Lab, please send the completed application along with all accompanying materials to the contact address provided below. Applications and materials may be submitted in either electronic or hard-copy format, and must be received by December 3, 2008. For any questions, please email [bender@dmdinsight.com](mailto:bender@dmdinsight.com).

Contact:

Melanie Bender  
c/o DMD  
88 Pine St 5th Floor  
New York, NY 10005  
646-442-2776  
[bender@dmdinsight.com](mailto:bender@dmdinsight.com)

Company \_\_\_\_\_

Designer Name \_\_\_\_\_

Name and title of contact, if different than above \_\_\_\_\_

Contact Email \_\_\_\_\_

Company Address \_\_\_\_\_

## 1. The Basics

1. When was the company established?
2. Who are the business partners and company stakeholders?
3. What type of apparel or products do you design?
4. What are your current channels of distribution?

## 2. Tell us About Your Brand

### *Left Brain*

1. As a company, what are any defining accomplishments?
2. What are the business goals for your brand? May include sales goals, selling channels, strategic growth, etc...
3. Is there a designer whose business model you admire?
4. What is your manufacturing process? Are there any limitations?

### *Right Brain*

1. What inspires you as a designer?
2. Is there a celebrity that best exhibits your sense of style and aesthetic?
3. Describe your current and your ideal client.
4. What is the criteria, in your opinion, that is needed for a successful client / agency partnership?

## 3. Show us Your Work

*Please submit the following:*

1. Photography of all finished items in your Fall 2009 collection
2. Collection pricing
3. Line sheets
4. Look book, if applicable
5. Sketches, if applicable