

APPLICATION FILE

MAISONS DE MODE GRAND PRIZE — PRE-SELECTION



MAISONS DE MODE

LA CRÉATION, POUR TOUJOURS



VILLE DE
ROUBAIX



the applicant

LAST NAME

FIRST NAME

BRAND / LABEL

CATEGORY

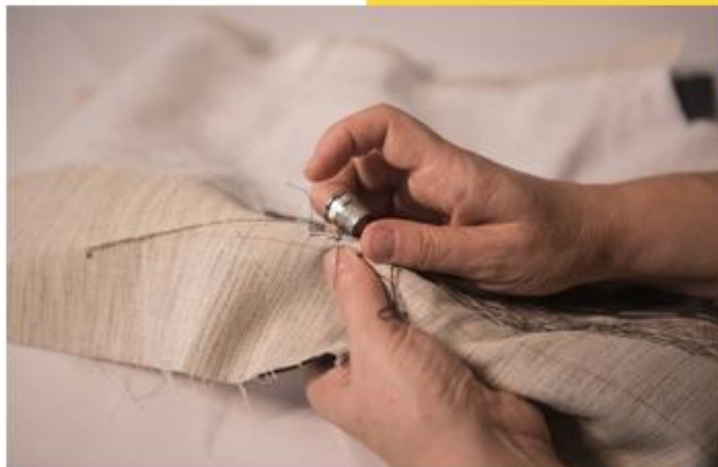
maisons de mode

Maisons de Mode is a unique entity in France created for emerging fashion designers and lifestyle brands. Our mission is to find and support creative talents by helping them develop economically while assisting them into transforming themselves into enduring businesses.

In the ten years of Maisons de Mode's existence, we have supported, guided and advised more than 100 labels and brands, witnessing the births of stellar brands such as Le Colonel Moutarde, Justine Clenquet, Demeure, Daniel Essa, Philippe Perisse, Chlore and many others.

Maisons de Mode is located in Hauts-de-France, a region advantageously situated for the development of young labels due to its concentration of entities devoted to textiles: schools, weavers, lace makers, research centres, mail-order retailers, international labels and brands, centres of innovation and more.

Here, heritage, creativity and expertise merge with innovation and digital technology, providing the perfect launchpad for designers and creative talents.



Services

Armed with a decade of experience helping creative companies get off the ground, **Maisons de Mode** offers a wide range of customized assistance rendered by a permanent staff well-versed in the challenges facing young labels.

This guidance is reinforced by **annual group coaching sessions** as well as one-on-one advisement by professionals recognized in the following areas: collection planning, exporting, business techniques, communications, social networking, brand protection, law, accounting, management, commercial distribution, finding financing, sourcing, and more.

We also have at our disposal **25 boutiques-design studios** available for rent at affordable rates, 6 studios at the heart of the Jardin de Mode in Lille, and **5 apartment residences**.

There is also a **sample-making workshop** exclusively devoted to Maisons de Mode with two professional patternmakers to assist designers in the development of their collections, as well as a **photo studio** available for designers to create lookbooks.

Maisons de Mode also supports designers in their B2B businesses by allowing them to take part in **professional trade fairs**, contributing 25% to 50% on the price of one stand per season.

Maisons de Mode also creates direct links for its designers to the regional business and production ecosystem to foster commercial and brand partnerships for Maison de Mode's young brands.



Events

Maisons de Mode organises events of national and international renown. These are open to creative brands and labels in the areas of apparel, accessories and lifestyle furnishings, as well as attended by the general public.

The **Marché des Modes** has become a veritable institution. This fashion event in December has become a must, attracting more than 100 brands (clothing, accessories, and lifestyle products) from all over France to Roubaix, just a few metres from the famed La Piscine Museum.

The **Nomad Market** is an event drawing approximately 100 designers to La Condition Publique, a landmark venue in the City of Roubaix. At the same time, the Nomad Market offers a festival of DIY workshops conducted by designers, in addition to party nights, DJ sets, exhibitions and tasty nibbles.

The **48h Maisons de Mode** is a veritable launchpad for young creativity that doubles as a festival of fashion for the general public. The 48h Maisons de Mode kicks off Friday night with a **fashion show** seen by 3,000 attendees where designers are awarded prizes from industry professionals. This is followed by a weekend of festivities that attracts more than 15,000 people at each of its editions. Also on the programme is the Braderie des Créateurs sale, a giant outlet allowing brands and designers to sell items from previous collections, as well as samples and one-off pieces.

Maisons de Mode and its designers are also invited throughout the year to participate in various outside events, fashion shows and other activities linked to fashion and creativity.

Maisons de Mode partners

We are supported by:

MEL (Métropole Européenne de Lille)
The Hauts-de-France Region
The Cities of Lille and Roubaix

and...

Lillenum, a major partner

The Fédération Française du Prêt-à-Porter Féminin / Who's Next / Première Classe / Tranoï / Esmo ISEM International / The La Piscine Museum / La Condition Publique / Showroomprivé.com / Meert / Virgin Radio / Innotex / URIC Unimaille / Blanchemaille / Esmo Academy / Issi Mag / Playologie / Zenith Arena Lille / BOCI / Perrier-Jouët / Resort Barrière Lille / Philippe Gonay Salons / Association Jean Luc François / Art Point M / CETI / Le Printemps ...



Recruitment

Throughout the year, Maisons de Mode recruits **new talents** in areas as varied as menswear, womenswear, childrenswear, jewellery, leather goods, accessories, shoes and trainers, fragrances, fashion tech and lifestyle products.

To join Maisons de Mode, a designer must complete a **pre-selection application**. **If the application survives the first round, the designer is invited to appear before selection committees** composed of fashion industry professionals who will judge the strength of the project presented:

- Projects from "green shoots", or budding designers, who are chosen are offered entrance into the Jardin de Mode in order to finalise their collection and market strategy as well as to avail them of a studio to work in.
- **Brands more advanced** that are selected can set up shop in a **boutique-design studio** located in either Lille or Roubaix in order to market their brand and establish their headquarters there.

In both instances, designers have access to the full range of services offered by Maisons de Mode throughout their relationship with Maisons de Mode.

- Recently, Maisons de Mode has decided to support "coup de cœur" (love at first sight) projects by offering an affiliation relationship that assures these brands' promotion by association with Maisons de Mode and offers them a number of services.

Each year, a **Maisons de Mode Grand Prize** of **€25 000 euros** is awarded to the most promising designer within the framework of the 48H Maisons de Mode.

Important : how to apply ?

Requirements to join

Applicants wishing to join Maisons de Mode must:

- Be of the age of majority by 1 January 2018
- Establish their headquarters in the Hauts France region and **move to the region to guarantee the development of their brand if they are selected**
- Be an actual person
- Be of any nationality and professional status
- Speak French or English
- Present a business or project
- Be an individual or a team
- Be in the fashion or lifestyle design sector

Businesses wishing to join Maisons de Mode can be incorporated companies or self-employed individuals, within the limit of one application per candidate.

The selection process



(*) : signing of the senior accelerator contract for entering the boutique-design studio programme or signing of the junior incubator contract with services at your disposal or signing a contract of affiliation.

In the event you have questions about the different contracts offered by the programme, please contact Nicolas Nesson at the following address: nicolas.nesson@maisonsdemode.com

Once more, this application is a **pre-selection application**. From the moment it is received, it will be examined by the teams at Maisons de Mode.

If they find your application compelling, you will be asked for supplementary material in order to advance your application to our selection committee of industry professionals.

How should you send your application?

- By email or Wettransfer to the following address: nicolas.nesson@maisonsdemode.com
- By post or hand delivery to: Nicolas Nesson Jardin de Mode 58-60 Rue du Faubourg des Postes 59000 LILLE

Submission dates for 2018-2019 pre-selection applications

- 15 December 2018
- 15 February 2019
- 15 April 2019
- 15 June 2019

It is strongly advised that you not wait until the last date to submit your application as there is a limited number of applicants who can be considered by the selection committee.

the designer

LAST NAME

FIRST NAME

DATE AND PLACE OF BIRTH

SOCIAL SECURITY NUMBER

STREET ADDRESS

POST CODE CITY

FIXE PHONE N° MOBILE PHONE N°

EMAIL

HIGHEST LEVEL OF STUDY

MARITAL STATUS

Current Employment		Since : Company :
Affiliation Employment agency		Since : Compensation :
Registration Maison des Artistes		Since : Liability :
Incubator		Since : Name of the incubator :
Business Cooperative		Since : Name of the cooperative :
Micro-enterprise		Since : Registration :
Self-employed		Since : Registration :
EURL		Since : Registration :
SAS		Since : Registration :
SARL		Since : Registration :
No status at present		Projected creation date : Projected status :

NB : to be complete only by businesses already created

COMPANY NAME
TRADE NAME
ADDRESS
POSTCODE CITY

PROJECT ASSOCIATES

ASSOCIATE N°1

LAST NAME
FIRST NAME
DATE AND PLACE OF BIRTH
SOCIAL SECURITY NUMER
ADDRESS
POSTCODE CITY.....
FIXE PHONE N° MOBILE PHONE N°
EMAIL

ASSOCIATE N°2

LAST NAME
FIRST NAME
DATE AND PLACE OF BIRTH
SOCIAL SECURITY NUMER
ADDRESS
POSTCODE CITY.....
FIXE PHONE N° MOBILE PHONE N°
EMAIL

the brand

Why did you decide to create your brand ?

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What is your professional project ?

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the production

Will it be subcontracted ?	Yes	No
Have you already acquainted with the manufacturers with whom you wish to work ?	Yes	No
Will your production be in France ?	Yes	No

the market study

What is your current approach to distribution ?	B2C	B2B
What market do you envision for your brand ?	Mid-range Designer Luxury	
Have you identified your competitors ?	Yes	No
Have you established your cost price (taxes non included) ?	Yes	No
Have you established your wholesale price (taxes non included) ?	Yes	No
Have you established your retail price (taxes non included) ?	Yes	No

the distribution

Do you sell B2C ?	Yes	No
Do you already have your own point of sale ? (boutique-studio ...)	Yes	No
Do you have an e-commerce website ?	Yes	No
Do you take part in designer sales ?	Yes	No

Do you sell B2B ?	Yes	No
Do you have an agent ?	Yes	No
Have you already participated in trade fairs ?	Yes	No
Do you sell for export ?	Yes	No
Have you already assembled a list of prospects ?	Yes	No

the financing

Have you completed a business-plan ? (*)	Yes	No
Have you already begun looking into financing ?	Yes	No
Have you ever raised funds ?	Yes	No

(*) in the case of pre-selection, the following will be requested: a three-year business plan which includes: an operations forecast, a financing plan for businesses already established and the latest balance sheet

the communication

Do you have your own press kit ?	Yes	No
Do you have a Facebook page ?	Yes	No
Do you have an Instagram account ?	Yes	No
Have you or your brand had any media coverage ?	Yes	No
Do you have a web site ?	Yes	No

the goals

What is the DNA of the brand ?

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What value do you add ?

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What do you lack today to establish and develop your brand ?

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What are your reasons for applying to Maisons de Mode ?

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Every year, Maisons de Mode awards €25,000 (of which €5,000 must be spent on taking part in a trade fair) to a deserving label to support the building of that designer's brand. How would budget that award? What would be your strategic choices?

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How did you discover Maisons de Mode ?

- Maisons de Mode website
- Social media : Facebook, Twitter, Instagram, Youtube
- Maisons de Mode newsletter
- Media
- Maisons de Mode designers network
- Maisons de Mode partners
- Maisons de Mode events (Marché des Modes, 48H Maisons de Mode etc ...)
- Word to mouth
- Other (please specify)

Required elements to be submitted for consideration of your pre-selection application (check off each to guarantee they are in your application) :

- a valid copy of your proof of your identity
- a completed and signed pre-selection application
- a CV of the applicant and those associated with the project
- a lookbook or a series including a minimum of 10 photos of the brand's products
- the plan for the collection currently being worked ok
- an extract from the Commercial Register if the company has already been formed

I hereby certify that the information provided above is correct. Maisons de Mode shall respect the confidentiality of the information received herein.

In accordance with the "Informatique et Libertés" law of 06/01/1978, applicants have the right to access and correct personal data concerning them by writing to Maisons de Mode, 58-60 Rue du Faubourg des Postes 59000 Lille. Information provided by applicant is reserved for use in the application process and is particularly useful in the awarding of the Maisons de Mode Grand Prize.

By applying to join Maisons de Mode and if ultimately chosen, I agree to:

- Provide all the elements necessary for the full consideration of my application so that my application is complete, valid and eligible
- Establish the headquarters of my company in or relocate the headquarters of my company to the Hauts de France region in the months following my joining Maisons de Mode
- **Physically establish myself in the Hauts de France region** (outside of the affiliation agreement)
- Sign a two-year contract with Maisons de Mode for a minimum of 2 years of support
- Sign a contract with MEL to occupy a boutique-design studio devoted to the project for a minimum duration of two years in Lille (Rue du Faubourg des Postes) or in Roubaix (Avenue Jean Lebas or Rue de l'Espérance) in the case where I am retained through a senior acceleration contract
- Take part in Maisons de Mode events throughout the period of my support
- Be aware that I am eligible for the €25,000 Maisons de Mode Grand Prize in the instance of my signing a junior incubator contract or a senior acceleration contract with Maisons de Mode (outside of the affiliation agreement)

By..... on (date).....

Signature with the words "Read and Approved"