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QBF

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CONFERENCE

DESIGNERS PACKAGE

QUEEN'S BUSINESS FORUM ON THE FASHION INDUSTRY





Q B F F I 2 0 1 5

BREAKING DOWN BARRIERS

THE WORLD OF RETAIL



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*letter
from
the*

CO-CHAIRS

DEAR POTENTIAL DESIGNER,

Welcome to the 11th anniversary of the **Queen's Business Forum on the Fashion Industry (QBFFI)** - a premier student-run conference that explores the multi-faceted world of fashion and retail from a business perspective. Being the first of its kind in Canada, QBFFI challenges and prepares delegates from prestigious schools across the country to think critically on their feet and propose innovative business ideas through a variety of interactive workshops and case studies. In the past, QBFFI has attracted notable speakers including Harry Rosen | CEO of Harry Rosen Inc., and Dani Reiss | CEO of Canada Goose and built strong partnerships with distinguished retailers such as Hudson's Bay Co. and TJX Canada.

QBFFI exposes delegates to the business aspects behind the fashion and retail industry with influential speakers, lively panel discussion, and a stimulating case challenge requiring imaginative application of both business knowledge and creativity. Each evening is filled with unforgettable social events that allow sponsors, delegates, and industry leaders to network and build lasting relationships. The weekend ends off with QBFFI's much anticipated fashion show finale, featuring both local designers and top fashion brands.

QBFFI 2015 will be held from Thursday, November 12th until Sunday, November 15th in Kingston, Ontario, and is an invaluable experience that is not to be missed. The conference theme for this year, “Breaking Down Barriers: The World of Retail”, will emphasize the different streams of opportunities that are available within the fashion and retail industry and how business is intertwined at every stage. This conference gives delegates a chance to discover the multifaceted world of fashion and retail and the various professions within it. It is through the generous support of our partners that makes this conference possible. You will have the opportunity to network and build relationships with young and aspiring future leaders of the industry. We hope you will join QBFFI in celebrating fashion and retail as a leading multinational industry and discovering all it has to offer in the corporate environment. For more information, please visit our website: www.qbffi.com. Please do not hesitate to contact us if you have any questions or would like more information on ways to get involved with this extraordinary conference.

BEST REGARDS,



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WELCOME

letter

Welcome to the 11th annual Queen's Business Forum on the Fashion Industry! The first of its kind, QBFFI is a student run conference that highlights the business opportunities present in the ever-changing fashion industry. It demonstrates to delegates a way to transition their passion for fashion to a promising career in the industry.

QBFFI works to help prepare delegates for a future in the fashion and retail industry. From a variety of inspiring and exciting speakers to workshops that require delegates to explore applications of fashion in the business world, delegates are challenged to think outside the box and explore new ideas. QBFFI does not only strive to inform, it strives to inspire.

To finish off the weekend, the fashion show finale highlights up and coming local designers as well as featured sponsors, and is a great way to celebrate with the new people you've met throughout the conference. The conference socials are a great way to end each night and allow delegates valuable time with sponsors and industry leaders to enhance their knowledge on the fashion industry. In 2015, QBFFI will inspire the participants to plunge into the creative aspects and prepare them for the corporate aspects of the fashion world.

QBFFI 2015 will be held from November 12th to November 15th, 2015.



“WHY JOINS US?”

01.

MAKE AN

IMPRESSION

After a weekend of exploring the fashion and retail industry, the conference is culminated by the eagerly awaited fashion show. This show highlights the designs of local up and coming designers, and featured clothing sponsors. This fashion show does not only provide entertainment for the delegates, sponsors and representatives but provides invaluable opportunities for the designers to showcase their talents and designs.



02.

SHARE YOUR**PASSION**

Being a part of the QBFFI fashion show will allow designers to take their creativity to new heights, challenge them to create innovative designs and showcase their designs and talents to men and women who are as passionate in fashion as they are.

03.

true

COLLABORATION



Being a designer for the QBFFI fashion show is beneficial in many ways. This opportunity allows designers to think outside the box and create inspiring and extraordinary pieces to emphasize the theme of the fashion show - Ready to Wear. It gives them an opportunity to work with new people and different ideas, which give prospect of fresh designs to enhance their portfolio as a designer. They will gain exposure to students as well as expose themselves to leaders in the fashion industry. The most significant gain is that they will be able to grow themselves further as designers.

“Reinvent new combinations of what you already own. Become more creative. Not because you have to, but because you want to. I want everyone to wear what they want and mix it in their own way. That to me, is what is modern.”

-KARL LAGERFIELD

NEXT

STEPS

As a designer you will be working with the fashion show coordinator and the models to exchange the ideas and create an unforgettable show.

01.

After discussing the theme for the show all of the designers will be assigned a scene within the show. Your pieces will have to highlight the theme of the scene.

This year's theme for the fashion show will be Ready To Wear. There will be five different series for the show - Ready to Wear Moto Leather Jacket, Denim Jacket, Kimono (Lingerie), Blazer, Bomber Jacket and Trench Jacket. Essentially, you will be designing outfits around a core item, whether it is a leather jacket, denim jacket, etc. The core item will be provided with our sponsoring stores.

02.

You will be asked to make between four to six designs but should you have more than that to offer, we would love to see it on the runway!

03.

You will be paired with models early on next semester to take measurements. You will also meet with Samantha Huynh (the Fashion Show Coordinator) and the model choreographers early in the semester to discuss any specific ways you want your pieces to be shown.

{ **MORE**
info }**READY FOR THE RUNWAY**

The show will take place the night of Saturday, November 14th, 2014. The entire day leading up to the show will consist of model fittings, choreography/scene practice, hair and makeup, and a full dress rehearsal. If you are interested in attending some of the conference events on the Thursday and Friday before the show, there will be a discounted fee that will be offered (since the required duties as a designer [fittings, etc.] will not allow you to attend the full conference).

The designs will have to be done as soon as possible and the pieces will have to be made by the 1st of November. This allows time for final adjustments that need to be made to the pieces as well as time for the models to try them on.

GENERAL RULES

& a g r e e m e n t

By signing this contract, you agree to the following conditions for having your designs in the 2015 QBFFI Fashion Show on November 12th-15th, 2015.

General Rules and Conditions:

01. All designers agree to attend three progress checks prior to the fashion show.
02. All designers agree to present a concept board representing their inspiration for their line and final design sketches by: August 21, 2015. The designers will be asked to scan and email sketches to Samantha Huynh, the Fashion Show Coordinator.
03. The first progress check will be a few weeks (2-3) after the models measurements have been taken. Designers agree to show fabric representing each sketch and early construction on some garment. This may mean pattern pieces cut out of fabric or early sewing.
04. The second progress check will be in early-mid October, and designers agree to show beginning construction on every garment. At this time you may also be able to show practically completed garments. This means that shape should be evident and garments should be generally wearable.
05. November 1st, 2015 will be the last official check. At this time, everything should be completely constructed.
06. On November 6th, 2015 we will collect everyone's garments. At this time, they must be completely finished and ready for the show. You must drop them off to us at Goodes Hall, room and time TBA.

GENERAL RULES

& a g r e e m e n t

07. THE DRESS REHEARSAL IS MANDATORY. The dress rehearsal will be held on November 14th, 2015, the day of the show. The designer and all of the models must be present on this date. If an outfit is not seen on the runway at the dress rehearsal, it will not be included in the show.
08. Samantha Huynh will be conducting these checks and will be offering suggestions to individual designers regarding specific progress they would like to see at the next check.
09. If you are unable to attend any meetings during which there is a progress check, you understand that it is your responsibility to set up a meeting with Samantha before the date of the check.



CONTACT

i n f o r m a t i o n

We thank you for considering designing for our conference this year and hope that you decide to partner with QBFFI 2015. With an impressive 10 year history of this conference, we are committed to improve even more and to make our conference this upcoming fall a success for delegates and designers alike. The Q'BFFI team is extremely excited to work with you and have you as a participant designer this year! Please contact Samantha if you have any further questions.

SINCERELY,



SAMANTHA HUYNH

FASHION SHOW COORDINATOR

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