

# DHL Express Fashion Export Scholarship

in association with FASHION INDUSTRY NEW ZEALAND (FINZ)

**APPLICATION FORM 2008/09**



To apply for the 2008/09 'DHL Express Fashion Export Scholarship', please complete the official application form and return it (with all accompanying material enclosed) to:

**DHL Express Fashion Export Scholarship**  
**C/o - Fashion Industry New Zealand**  
**PO Box 3379, Shortland Street**  
**Auckland 1140**

Applications must be received no later than 5pm on Friday, 31 October, 2008.

## PERSONAL DETAILS

Name. \_\_\_\_\_

Company. \_\_\_\_\_

Label/Brand Name. \_\_\_\_\_

Postal Address. \_\_\_\_\_

Tel. \_\_\_\_\_

Mobile. \_\_\_\_\_

Email. \_\_\_\_\_

Website. \_\_\_\_\_

**Section 1: BUSINESS INFORMATION**

**About your label**

When did you establish your label? \_\_\_\_\_

How many collections have you produced under this label? \_\_\_\_\_

How many pieces were in your AW-2009 collection? \_\_\_\_\_

When did you secure your first export account? \_\_\_\_\_

**Section 2: FINANCIAL INFORMATION**

**Sales**

Autumn/Winter 2009

What were your total sales (before tax) for this season? \_\_\_\_\_

What percentage were export sales? \_\_\_\_\_

Spring/Summer 2008/09

What were your total sales (before tax) for last season? \_\_\_\_\_

What percentage were export sales? \_\_\_\_\_

Autumn/Winter 2008

What were your total sales (before tax) for AW-2008? \_\_\_\_\_

What percentage were export sales? \_\_\_\_\_

**Net Profit**

What was your net profit for the last financial year? \_\_\_\_\_

**Section 3: WHOLESALE INFORMATION**

**Stockists**

How many New Zealand stockists do you currently have? \_\_\_\_\_

How many international stockists do you currently have? \_\_\_\_\_

Please list your top three international stockists (by value of sales for SS 2008/09):

	Store	City	Country
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1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**Section 4: EXPORT INFORMATION**

**Export Strategy**

What are your key objectives in terms of export?

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How do you propose to achieve these goals?

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Do you have the ability to fund future export growth?

(please outline any channels of funding currently available to you)

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**Market Representation**

Do you currently have any professional representation in New Zealand or offshore markets?

(please list any fashion publicists, agents or distributors)

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**Section 5: PR & MARKETING INFORMATION**

Have you undertaken any PR or marketing activities over the past 12 months?

(please outline any promotional activities, including participation in events and exhibitions)

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What media coverage have you received over the past 12 months?

(please list the title of the publication or programme (and) type of coverage - ie: pictorial or editorial)

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How do you propose to raise the profile of your brand in New Zealand and international markets over the next 12 months?

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**TO BE ATTACHED:**

All application forms must be accompanied by:

**A Design Portfolio**

The design portfolio must contain at least photographic five images from each of your three previous collections (if applicable); please clearly label all material. Individual look-books will also be accepted.

**A CV**

Your CV should be no longer than one A4-page. Please highlight any industry-relevant study, employment or business mentoring.

Please return this application form and all accompanying material to:

**DHL Express Fashion Export Scholarship**  
**C/o - Fashion Industry New Zealand**  
**PO Box 3379, Shortland Street**  
**Auckland 1120**

Applications must be received no later than **5pm on Friday, 31 October, 2008.**

Design portfolios will not be returned; unless specifically requested and accompanied by a paid self-addressed envelope or courier bag.

I have enclosed a self-addressed envelope/courier bag

**PRIVACY:**

The information requested in this application form will be used solely for the purposes of assessing your application for the DHL Express Fashion Export Scholarship. Personal information will only be made available to members of the selection panel.

**DECLARATION:**

I have read and understand the rules and regulations of the DHL Express Fashion Export Scholarship, and agree to abide by them. Should I be successful with this application, I also agree to take part in any publicity that may arise from the award.

Signed. \_\_\_\_\_

Name. \_\_\_\_\_

Date. \_\_\_\_\_

## **RULES AND REGULATIONS OF ENTRY**

### **Entry Criteria**

- This scholarship is only open to New Zealand citizens and permanent New Zealand residents.
- The applicant must be producing seasonal fashion collections, and trading commercially as a legal entity.
- The applicant must have been exporting for less than four years, and currently hold at least one export account.

### **Applications**

- Applications must be entirely the applicant's own original work and not breach any copyright, or other intellectual property of third-party rights whatsoever. Only one application is permitted per person.
- Applications must include an official application form completed in full. This information will be used solely for the purposes of administering the Scholarship, and will remain confidential.
- The deadline for receiving applications is 5.00pm on Friday, 31 October, 2008. The Organiser, Fashion Industry New Zealand Incorporated, takes no responsibility for late or lost applications. Applicants will be notified by email that their application has been received and is eligible for consideration within five working days of receipt.

### **Judging**

- The Sponsor, DHL Express New Zealand Limited, will elect a panel of five independent judges, which will include - two designers, a fashion editor, an industry leader and a representative of the Sponsor.
- The judges will decide on three finalists and the ultimate recipient of the Scholarship. The judging panel's decision is final, and no correspondence will be entered into.
- Applicants will be notified by email of the judges' decision by Friday, 14 November, 2008.

### **The Awards Function**

- Finalists agree to provide a minimum of three complete outfits from their Autumn/Winter 2009 collections to be showcased at an awards function to be held early-December, where the recipient of the Scholarship will be announced.

### **The Prize**

- The recipient of the Scholarship will receive international freight to the value of NZ\$10,000 from DHL Express New Zealand Limited. This credit is valid from January 1, 2009 to December 31, 2009, and applies solely to international freight and services. The credit is intended for the sole use of the Scholarship recipient, is not transferable, and cannot be credited against any amounts already owing to the Sponsor.
- The winner of the Scholarship will also receive:
  - (i) A coaching session on international freight and logistics from a representative of the Sponsor;
  - (ii) an export mentoring programme from the Organiser (including one-on-one time with Fashion Industry New Zealand board members); and
  - (iii) an annual membership subscription to Fashion Industry New Zealand.
- All prizes are valid from January 1, 2009 to December 31, 2009.
- The prizes must be taken as stated, and cannot be deferred. There will be no cash alternatives.

### **General Conditions**

- Applicants will be deemed to have accepted these rules and regulations, and agree to be bound by them when applying for this Scholarship.
- It is acknowledged that the applicant consents to the Sponsor's use of his or her name, likeness, voice and biographical information, as well as photographs and video footage captured throughout the selection process and awards function, for promotional purposes in perpetuity, in any media worldwide without obtaining any prior approval from the applicant.
- The Scholarship is not open to employees or contractors of DHL Express New Zealand Limited, any person directly and indirectly involved in DHL Express New Zealand Limited, or their direct family members.
- The Sponsor reserves the right to cancel this Scholarship at any stage, or change the rules or procedures if deemed necessary in its opinion, or if circumstances arise outside of its control.
- The applicant will at all times indemnify and hold harmless and defend the Sponsor and event Organiser from all losses, cost claims (including legal fees) and causes of action, arising out of, or in connection with this Scholarship.