April 2011

Dear Colorado Designer,

Fashion Group International of Denver is seeking the best new talent in Colorado to compete in Rising Star 2011. We want to discover the most exciting new fashion design businesses in the state in nine (9) different categories. This letter is an *invitation* to you or someone you know that fulfills the competition criteria, to enter the prestigious Rising Star challenge.

Fashion Group International (FGI) is a forum and a force for promoting the advancement of both new and seasoned professionals in the fashion industry. FGI is a global non-profit organization established in 1930 with more than 6,000 members throughout the world. FGI, Denver Region was established in 1958 and presently has over 150 members! Part of our mission statement is to advance professionalism in fashion and its related lifestyle industries, to provide a public forum for issues and the business of fashion and to encourage women and men to seek career opportunities in fashion and related industries. The Rising Star competition fulfills all of the above stated goals.

The Rising Star Award is a bi-annual signature gala event which honors and showcases emerging design and fashion talent in Colorado. Besides supporting our very own scholarship and community outreach education programs, this year we are delighted to share the money raised from our fundraising efforts with VOA's Brandon Center, an emergency shelter for women and children seeking refuge from domestic violence and The Gathering Place, Denver's only daytime drop-in center for women and children experiencing homelessness and poverty.

By applying for this prestigious award, you and your business will gain exposure through the media coverage offered to FGI. The applicants in each design category will be announced and honored at a kickoff event on Friday evening, July 8th to be held at a private estate.

On Saturday evening, October 9th, 2011, FGI and the many Rising Star sponsors and donors will host an amazing runway gala at Red Line Gallery, downtown Denver, featuring category winners culminating in a spectacular awards presentation to the overall Rising Star winner!

Please read the application carefully and submit ALL requested material in a .jpg format BEFORE June 20, 2011, by 11:59 pm to be considered for this year's award. If for some reason you cannot submit your materials via email, you have any questions OR need additional information please call 720-837-1452 or e-mail holli.gibson@lamanblu.com.

We look forward to receiving your application!

Best regards,

Holli Gibson, Selection Committee Chairperson
FGI Rising Star 2011
CEO of LamanBlu - Rising Star 2009

Nathalia Faribault, Rising Star Co-Chair 2011

Tommy Collier, Rising Star Co-Chair 2011

Carol Engel Enright, Rising Star Co-Chair 2011, Regional Director-Elect

The Fashion Group International® Of Denver, Inc.

Rising Star Awards 2011

Rising Star Awards Nominee Application

Application Process

1. Submit completed application below in .jpg format no later than June 20, 2011, by 11:59pm to holli.gibson@lamanblu.com, the Selection Committee Chairperson for Rising Star 2011.

2. A juried review of the electronic submission will select the semifinalists who will then be notified of their selection and advance to the final judging.

3. The semifinalists will be invited to present their portfolio and 5 samples of their original designs representing their current collection before a judging panel of industry experts in early September.

4. Applicants will be introduced at a Kick-off event on July 8, to media, sponsors, and supporters of the event.

5. The Rising Star Award will be selected from the category winners and presented at the Runway Gala, Saturday, October 8, 2011.

To be considered as a nominee you must meet the following "Eligibility Requirements":

- **A minimum of two (2) years** and a **maximum of 7 (seven) years'** experience in one specific business in the industry category checked below.
- Application is open to independent designers and entrepreneurs, including previous applicants.
- Prior Rising Star Award Winners are ineligible to participate (previous category award winners however, are eligible to participate).
- Applicant must submit a business card and a copy of current Colorado sales tax license with application.

This Application must be received by FGI on or before **Monday, June 20, 2011 by 11:59 pm.**

- Email completed application, photographs, resume, business card, sales tax license to:

Holli Gibson
holli.gibson@lamanblu.com
Rising Star Selection 2011 Committee Chair

THE fashion GROUP INTERNATIONAL, INC.

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Please answer all questions. Submit completed application with three (3) photographs of your current collection in .jpg format and a current resume per the instructions above.

Name: _____Title:_____

Company Name: _____

Address: _____

Phone:_____ Email: _____

Best contact method: ◯Phone ◯Email (check one)

Select your category (please check one only):

◯ *Women's Active / Outdoor Wear*
◯ *Women's Ready-To-Wear*
◯ *Men's Active / Outdoor Wear*
◯ *Men's Ready-To-Wear*
◯ *Urban Apparel / Street Wear*
◯ *Accessories / Art Wear*
◯ *Jewelry*
◯ *Women's Evening Wear*
◯ *Couture / Bridal*

FGI is searching for the designer who will be known as a national brand in the next 5 years.
Tell us about yourself and your company:

Where do you find inspiration for your designs?

Discuss your target market and why you selected this particular market segment.

What awards or competitions have you previously entered and won?

Identify locations where your products are sold:

Describe your business plans for the next 5 years:

What are your individual professional goals for the future?

What is your most outstanding professional accomplishment?

List three (3) professional references, name, address, phone number and e-mail address: