



California Fashion Foundation

**2015 Scholarship Luncheon  
Thursday, April 30<sup>th</sup>, 2015**

California Fashion Foundation (CFF)  
Textile Association of Los Angeles (TALA)  
**SCHOLARSHIP APPLICATION**

Display Garment Judged on:

- Design
- Presentation
- Best Use of Textile, Trim & Findings

For further information,  
Email us at:  
[amy@calfashion.org](mailto:amy@calfashion.org)

Application Deadline:  
**Tuesday, March 31<sup>st</sup>, 2015**

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Presented in association with  
Textile Association of Los Angeles





California Fashion Foundation  
*in association with the Textile Association of Los Angeles*  
2015 Scholarship Application

## Process

1. Final Year (Senior) Students to submit an application **to Fashion Department Chair for preliminary judging...**
  - a) Two to three completed designs with finished garment, per student
  - b) Submissions may come from prior school projects
  - c) A photograph of each garment to accompany the application
2. Each school may offer three selected candidates the opportunity to submit their online presentation via **PowerPoint presentations via Google docs.**
3. Industry expert judges will select at least one student's work, per school, to be displayed. Every student chosen to receive a CFF scholarship will be invited to attend the Scholarship Luncheon at the California Market Center in Los Angeles on **April 30<sup>th</sup>**.
4. The outstanding presentation selected from all entries will be awarded the **Betty Baumgardner Scholarship.**

**Application Deadline for schools to submit their  
3 Student Entries:**

**Tuesday, March 31<sup>st</sup>, 2014**

For questions or additional information, email us at:

[amy@calfashion.org](mailto:amy@calfashion.org)





# California Fashion Foundation 2015 Scholarship Application

NAME: \_\_\_\_\_ DATE OF BIRTH: \_\_\_\_\_

PHONE: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

COLLEGE/UNIVERSITY: \_\_\_\_\_ CURRENT MAJOR \_\_\_\_\_

UNDERGRADUATE DEGREE (if applicable): \_\_\_\_\_

GPA LAST SEMESTER: \_\_\_\_\_

CAREER OBJECTIVE:

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PERSONAL PROFILE, INCLUDING EXTRACURRICULAR ACTIVITIES:

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Submitted by: \_\_\_\_\_

Educator

School



# 2015 Scholarship PowerPoint Design Presentation

Artwork and information presented in a **PowerPoint** format including the following:

## 1. Market Category

*Children, Evening Wear, Junior Sportswear, Junior Dresses, Menswear, Swim/Active Wear, Women's Sportswear, Women's Dresses*

## 2. Detail of Design Item

*Textile:*

*Trimmings:*

*Findings:*

## 3. Define Retail Distribution Objective i.e.

*Dept. Store*

*Specialty Store*

*Mass Market*

*E-tailing*

*Catalogue*

## 4. Demographic outline of customer – Customer Profile

## 5. Scanned photo of fabric and trimming

## 6. Scanned photos of finished product (front and back)

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Please note submissions are not judged on artistic value alone. The quality of the design will only be one part of the consideration.

**Judging is based on the following criteria:**

- *Best use of textile(s)*
- *Original use of trim & detail*
- *Commercial value of design*

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\*TALA, CFA and their members shall have no liability of any kind or nature with respect to the reproduction of student transmittals, or for any transaction, failed transaction, promise or offered representation