

shabby apple

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# DESIGNER CHALLENGE



We at Shabby Apple celebrate creativity in fashion and understand as a trained designer it can be a difficult industry in which to have your creativity produced and presented to potential buyers. So we are excited to introduce the “Designer Challenge”. This is where fashion design students and alumni have the opportunity to have their designs produced, marketed, and sold with the help and expertise of Shabby Apple and at no cost to the designer (plus a royalty!). We challenge all designers to create beautiful fashion and Shabby Apple will bring your visions to the fashion loving public. If you have any questions after reading the guidelines please contact Jenny at [jforrest@shabbyapple.com](mailto:jforrest@shabbyapple.com).

## Designer, are you up for the challenge?

To Qualify and Apply:

1. Interested Designers must be professionally trained and have a degree or are currently pursuing a degree in Fashion Design.
2. Designers should submit a working sample of their design to Shabby Apple. We are accepting submissions for dresses, skirts and blouses. A working sample should be:
  - a. Produced in a Shabby Apple size xxs. (Refer to our Fit Guide below for measurements)
  - b. FULLY produced in the correct fabric. All details (ie buttons, zippers, pleats, etc.) should be sewn exactly as desired for production. If the Designer wishes to use a print, the print must be unique to the designer. (Shabby Apple is happy to assist Designers with having their prints manufactured.)
  - c. Designs should meet the Shabby Apple standard:
    - a. Knee length hemline or longer
    - b. No cleavage at top
    - c. Sleeve required
  - d. Designs should be submitted to: Shabby Apple Designer Challenge, 70 Battery Place #915, New York, NY 10280
3. Designers can submit multiple designs.
4. Design should be unique to Designer.
5. Designers should submit designs at least 9 months before they are to be produced and launched. (For example, Spring 2012 designs should submitted now.)
6. Be mindful of fabric choices and time to sew when designing. Designs that are too costly will be eliminated.

After Design is Submitted:

1. Designer must agree to allow sample to be photographed by Shabby Apple and put up on the Shabby Apple Purchase or Pass page.
2. If the design is chosen by our Purchase or Pass readers, Designer must agree to allow Shabby Apple the right to produce the design in perpetuity.
3. Designer receives a 2% royalty on all retail sales of the design in perpetuity.

### FIT GUIDE FOR XXS

bust	33"	hem height	3/4
waist	25	total length	39
hip	35	lining length	38
shoulder-shoulder	14.5	armhole	17
neck opening	8	sleeve length	5.5
hem	35	zipper length	20