

CCSF & Macy's UpStyle Academy

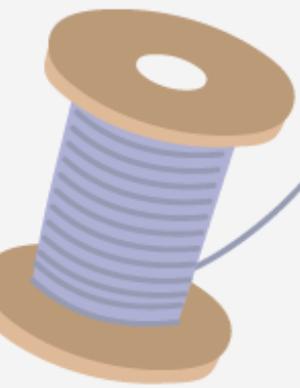


A **design** and **merchandising** competition where **sustainability** meets **entrepreneurship**.



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Overview

Are you a fashion creative ready to put your skills to the test?

Presenting: City College of San Francisco and Macy's UpStyle Academy.

UpStyle Academy is a collaboration between the CCSF Fashion Department and Macy's. This competition aims to prepare Fashion Design and Merchandising students for the world of entrepreneurship and retail, allowing students to apply creativity and innovation to a mission-driven project supporting sustainability and upcycling.

Students, in teams of two, will use product samples provided by Macy's to create and market their one-of-a-kind, sustainable, head-to-toe looks. All teams will receive mentoring and training support from CCSF faculty and industry experts at Macy's. Throughout this competition, students will have the opportunity to showcase their skills and foster professional development through experiential learning beyond the classroom.

Winning students will receive monetary scholarships provided by Macy's, Inc.'s social purpose platform, **Mission Every One**, to support their continued studies and business endeavors.

Note: Please read through the entirety of this document before completing the application, which is linked at the end.

Objectives

Sustainability and upcycling is of the utmost importance to our students and the retail industry. Our goal with the UpStyle Academy is to bring awareness to the sustainability movement while:

- **Inspiring** Fashion Design and Merchandising students to think about ways to upcycle pieces and reimagine the future of fashion.
- **Preparing** Fashion Design and Merchandising students for the world of entrepreneurship and retail collaboration.
- **Allowing** Fashion Design and Merchandising students to partner and apply creativity and innovation to a project supporting sustainability and upcycling at its core.
- **Fostering** professional development of Fashion Design and Merchandising students through experiential learning.

Requirements

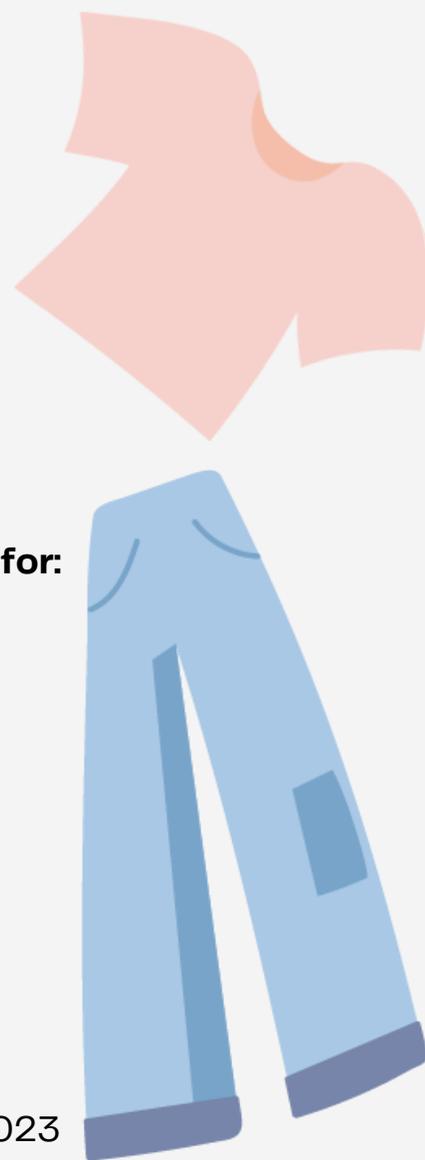
Students must be enrolled in at least one CCSF fashion class. Each team will be made up of (1) one Fashion Design and (1) one Fashion Merchandising student. Each team will be required to create one head-to-toe look with random samples from the Macy's Fashion Office. At least 25% of the sample garments must be cut and sewn. Embellishments are encouraged.

Fashion Design Student will be responsible for:

- Documented process photos are **required**.
- Technical flat sketches
- Call outs of details
- Specifications
- Sewing information
- Patterns
- Finished garments
- Theme/Mood boards
- Demographic study of Macy's customer
- Presenting to jurying committee late September 2023

Fashion Merchandising Student will be responsible for:

- Line lists
- Labels
- Hang tags
- Lookbook
- Press release/Press kit
- 2-4 Instagram posts and captions
- 1-2 Tik Tok posts and captions
- Blog/Vlog on social media platform of your choice
- Styling of created garments
- Produce fashion presentation with models
- Theme/Mood boards
- Demographic study of Macy's customer
- Presenting to jurying committee late September 2023



Key Dates

- **April 26th** Competition announcement and launch
- **May 5th** Virtual Q&A orientation for UpStyle Academy applicants
- **May 10th** Application due date
- **May 10th - 12th** Applicants contacted with acceptance letters
- **May 12th - 16th** UpStyle Academy teams finalized
- **May 17th - 24th** Sample garment distribution at CCSF Downtown Campus
- **June 7th, 14th, 21st, & 28th** Summer Masterclass Series with Macy's NY
- **August 16th** City College of San Francisco's first day of instruction
- **September 22nd** Digital submissions are due
- **September 24th** Preliminary Jurying to determine semi-finalist teams
- **September 25th - 29th** Final Jurying to determine finalist teams
- **October 6th** Winners announced at Macy's Union Square event

Note: Dates are subject to change.

Submissions due September 22nd, 2023

- Submit presentation as PDF AND Google Slides/PowerPoint link, digitally to **Natalie Smith, Fashion Department Chair: natsmith@ccsf.edu**
- Please see requirements to see what is needed from each participant – submit **one presentation per team**.
- Please make sure your file follows the naming convention:
"UpStyle.Lastname1.Lastname2"

Jurying

The Jurying Committee will consist of CCSF faculty and Macy's Executives. The preliminary and final jurying sessions will happen on Zoom in late September.

Rubrics

The scoring rubrics for both the designer and the merchandiser contains five categories at 20 points each, for a total of 100 points

- **Fashion Design Student (100 points)**

- Originality and style of garments
- Quality of construction of garments
- Met all criteria as Design student
- Documentation of design process
- Moodboards

- **Fashion Merchandising Student (100 points)**

- Photography images of garments
- Quality social media and blog messaging
- Bringing something new to the market and accessible to customer
- Met all criteria as Merchandising student
- Moodboards



Scholarship Reward

Monetary scholarship awards will serve as seed money for students to support their continued studies or business endeavors.

Winners \$2500 per student

- Honorable mentions \$1000 per student

Apply today!

Applications due May 10th

tinyurl.com/UpStyleAcademyFall2023

Questions or
Concerns?

Natalie Smith
Fashion Department Chair
natsmith@ccsf.edu

