



## **CAMERA MODA FASHION TRUST GRANT 2023 – APPLICATION FORM**

Applications are now open. The deadline to apply is 31<sup>st</sup> March 2023 6:00pm CET.

### **ELIGIBILITY**

In order to be considered for the CNMI Fashion Trust Grant 2023 applicants should meet the following criteria:

- Applicants should be over two years in business.
- Applicants' business must be operated as a small company / private company (not sole trader).
- Applicants' company should be based in Italy.
- Applicants' company should be majority-owned by the designer.
- Applicants' collection should be made in Italy for at least 80%.
- Applications are open to designers in the following categories: all gender ready-to-wear collections and/or accessories (jewellery, bag and shoes only). Collections cannot consist of bridalwear and childrenswear.
- Granted candidates are asked, should they decide to produce fashion shows, to show at Milan Fashion Week for the following three seasons.
- Applicants can apply up to 5 times.
- The grant can be received 3 times.

### **APPLICATION PROCESS**

Applicants that meet the above criteria will be able to apply by completing the below form and send it to: [designers@cnmifashiontrust.com](mailto:designers@cnmifashiontrust.com)

Applicants will be asked to submit the following information with their application:

- A biography of the designer(s) (200 words minimum).\*
- A designer(s)'s headshot.\*
- Company information (registration report).\*
- Look book for the last two collections (PDF).\*
- Latest press book (PDF).\*
- A video for the last two collections (if available).
- Financial information: financial summary and cash flow template (download spreadsheet from our website: [www.cameramodafashiontrust.com](http://www.cameramodafashiontrust.com)).\*
- End of year accounts (last two years).\*
- Plan for how you would spend the financial support (amounting to €15,000.00 or €40,000.00 depending on the grant awarded) which should relate to a project to be delivered within 12 months following the grant award (A minimum of 500 words is required).\*

**Applicants who fail to complete the form correctly and supply all requested information will be removed from the process.**

### **ASSESSMENT CRITERIA**

Applicants are judged equally on the basis of:

- creative merit;
- planned use of funds related to a defined project;
- mentoring support required;
- accuracy of the financial information supplied.
- In accordance with CMNI guidelines, the CNMI Fashion Trust is also very sensitive to sustainability, social impact, diversity&inclusion.

### **JUDGING PROCESS**

- Applications will be reviewed and shortlisted by the CNMI Fashion Trust committee of international industry experts and funding representatives.
- Applicants will be informed, via email, if they have been shortlisted in April 2023.
- The shortlist will be invited to present their collection and to be interviewed by CNMI Fashion Trust committee by the end of May 2023 (TBC).
- The recipient/s will be announced with a press conference (date TBC).



## **CAMERA MODA FASHION TRUST GRANT 2023 – APPLICATION FORM**

### **COMPANY INFORMATION**

*Mandatory fields \**

Brand name\* \_\_\_\_\_

Company Name\* \_\_\_\_\_

Registration number (P.Iva)\* \_\_\_\_\_

Address\* \_\_\_\_\_

Telephone\* \_\_\_\_\_

E-mail\* \_\_\_\_\_

Website \_\_\_\_\_

IG account\* \_\_\_\_\_

Number of years in business \* \_\_\_\_\_

Press Office\*     Yes, name: \_\_\_\_\_     No     In house

Company ownership\* (Please specify percentage owned and all owners) \*

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Which regions/countries do you have trademarks registered in? \* \_\_\_\_\_

Number of full-time employees employed in 2022\* \_\_\_\_\_

Number of part-time employees employed in 2022\* \_\_\_\_\_

### **PRODUCT CATEGORY\***

All gender ready-to-wear (no childrenswear and no bridalwear)

Accessories (jewellery, bags and shoes only)

Please send a PDF look book from your last two collections\*

Please send a PDF press book from your last two collections\*

Please send a video of your last two collections (if available).

### **DESIGNER INFORMATION (FOR ALL DESIGNERS IF MORE THAN ONE)**

Name\* \_\_\_\_\_

Direct email\* \_\_\_\_\_

PA email\* \_\_\_\_\_

Mobile number\* \_\_\_\_\_

Design education/training\*

\_\_\_\_\_

\_\_\_\_\_



## **CAMERA MODA FASHION TRUST GRANT 2023 – APPLICATION FORM**

*Mandatory fields \**

### **SALES DISTRIBUTION**

What is your current sales distribution breakdown?

- Wholesale
- Direct to Consumer (Brick & Mortar)
- Direct to Consumer (E-commerce)
- Other, please specify \_\_\_\_\_

### **STOCKISTS**

#### ITALIAN STOCKIST

Number of stockists\* \_\_\_\_\_

Name of stockists\* \_\_\_\_\_

\_\_\_\_\_

#### INTERNATIONAL STOCKISTS

Number of international stockists\* \_\_\_\_\_

Name of international stockists\* \_\_\_\_\_

\_\_\_\_\_

Countries \* \_\_\_\_\_

### **LIST OF RECENT EDITORIAL PRESS (both Italian and international)**

Please list notable mentions first.

Please send a PDF press book from your last two collections\*

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### **FINANCIAL INFORMATION**

Please send a copy of your most recent *financial end of year company account* for 2020 and 2021

year.\* It will be appreciate a drafted copy of your financial end of year company account for 2022 if you have it.



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*Mandatory fields \**

**HOW DO YOU INTEND TO ALLOCATE THE GRANT MONEY WITHIN YOUR BUSINESS**

Your top three business priorities for the next 12 months\*

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

Please outline how you would spend the money to achieve each priority (A minimum of 500 words is required). \*

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Please outline the areas of mentoring you would like to receive\*

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## **CAMERA MODA FASHION TRUST GRANT 2023 – APPLICATION FORM**

*Campi obbligatori \**

The CNMI Fashion Trust committee of international industry experts will award three grants by €40.000,00 each for critical area of business development. Recipients will also receive a tailored one-year mentoring program by CNMI Fashion Trust mentors covering topics relevant to the recipients' businesses.

One additional grant will be awarded by MAX&Co. The selection of the recipient could also fall on one of the three above recipients already selected by the CNMI Fashion Trust committee of international industry experts.

The recipient of the MAX&Co. Award will be granted a financial award by €15.000,00. The recipient will also receive mentoring and business development advice from MAX&Co. along with CNMI Fashion Trust mentors.

All participants, by requesting to participate at MAX&Co. grant, will also accept the possible collaboration with MAX&Co.

### **CONFIRMATION**

Email address of the person completing the application\* \_\_\_\_\_

Name and legible signature of the person completing the application\* \_\_\_\_\_

By ticking the box I agree to have read and understood the terms of entry and applicants acknowledgement and the information I have entered is correct.\*

#### **Applicant Acknowledgement**

By completing the online form and ticking the box, I agree to have read and understood the terms of entry and guidance notes and will accept that the decisions made by the selection panel are final.

The CNMI Fashion Trust may use my name, likeness, and/or visual materials submitted as part of this application process in any editorial, advertising, or promotional materials throughout the universe in any and all media by any and all means, whether such media and means are now known or developed later.

Specific financial information supplied will remain confidential unless granted by me at a future date. If chosen as a finalist for the CNMI Fashion Trust, I agree to be interviewed, photographed and/or filmed throughout the application process and to execute all agreements and/or releases, which may be required in connection therewith. I hereby release the CNMI Fashion Trust, parent companies, subsidiaries.

**Thank you for applying for the CNMI Fashion Trust Grant 2023.**

**For further information, please contact:**

**Valeria Milanese**

Tel.: +39 02 80012186

**designers@cnmifashiontrust.com**