



Driehaus Design Initiative, a 501(c)(3) nonprofit organization, was established to promote and encourage design education and to foster public appreciation and understanding of all aspects of fashion design and history. Driehaus Design Initiative contributes proceeds from the Driehaus Awards for Fashion Excellence to support fashion and design endeavors in Chicago.

# MEDIA KIT

“We greatly appreciate the Driehaus Design Initiative's commitment to art and design, arts education, and our community. Driehaus Design Initiative's generous support of our Department has provided our students with valuable opportunities to utilize new and improved resources to realize their creative goals and has transformed the department by supplying it with the opportunity to creatively document and present student work to a wider audience.”

**KATRIN SCHNABL**, *Associate Professor & Sage Foundation Chair, School of the Art Institute of Chicago*



# THE DRIEHAUS AWARDS FOR FASHION EXCELLENCE

DRIEHAUS  
DESIGN  
INITIATIVE



“Students receive real world feedback that is crucial in helping them grow as a designer and giving them the confidence needed to be future leaders in such a challenging market.”

## TRACY JENNINGS

Apparel Department,  
Dominican University

“You just never know who’s going to be the next Tommy Hilfiger, Ralph Lauren or Rachel Roy.”

## ANDREA SCHWARTZ

Vice President, Media Relations and  
Cause Marketing, Macy’s

VIP tickets are \$300 and include access to the VIP after-party. General Admission tickets are \$175.

For event updates and information about purchasing tickets, visit [DRIEHAUSDESIGN.ORG/DONATE](http://DRIEHAUSDESIGN.ORG/DONATE).



Driehaus Design Initiative celebrates the achievements of top emerging fashion talent in Chicago at *The Driehaus Awards for Fashion Excellence*, an annual fundraising event which includes a cocktail reception, runway show, awards presentation. The event celebrated its 15th anniversary in 2016.

The runway show showcases nearly 200 original garments crafted by up to 25 undergraduate students. Throughout the evening, guests will enjoy specialty cocktails and hors d’oeuvres, live entertainment and exclusive viewing access to a private collection of classic American cars. VIP ticket holders and sponsors will be invited to attend the VIP After-Party immediately following the show.

## DESIGNERS

Junior and senior undergraduate students from three Chicago fashion programs complete an application and interview process for selection to showcase their designs at *The Driehaus Awards for Fashion Excellence*. Collections include ready-to-wear, evening wear, outerwear, sportswear, bridal and wearable art. Selected students represent the best in innovation, craftsmanship and creativity of emerging fashion talent in Chicago. Many alumni who have participated in the event have credited Driehaus Design Initiative for the support they received in the beginning of their careers as critical to their success in the fashion industry.

## JUDGES

A panel of fashion industry experts judge the collections live as they are presented on the runway. Our retail partner, Neiman Marcus, presents a Distinguished Designer award to the designer whose collection best represents the store’s brand.

## AWARDS

Cash prizes and trophies are awarded to the top three designers. Up to five designers receive honorable mention recognition. Most recently, retail and first place awarded designers received window and retail displays at Neiman Marcus Michigan Avenue, a meet-and-greet with Michael Kors, and additional prizes.

All participating students are invited to attend the post-event *Runway to Showroom® Driehaus Business of Fashion Symposium*, a business-focused round table discussion led by industry experts.

## BENEFICIARIES

Event proceeds benefit the production of student work at the participating fashion programs.

# PARTICIPATING SCHOOLS & BENEFICIARIES

DRIEHAUS  
DESIGN  
INITIATIVE



“Talent flourishes in a vibrant and healthy competitive atmosphere, and Driehaus Design Initiative helps create a supportive environment that motivates students to do their best.”

**TRACY JENNINGS**  
*Apparel Department,*  
Dominican University

“The Driehaus Awards for Fashion Excellence are always the high point of the year for our students. And while they recognize the unparalleled connections the Driehaus Design Initiative offers them, what they really appreciate is what that support means to aspiring fashion designers in Chicago. To have that kind of validation, gives the students an amazing sense of self-worth and confidence.”

**SHARON SHOJI**  
*Instructor,*  
School of the Art Institute of Chicago

Driehaus Design Initiative contributes event proceeds from the Driehaus Awards for Fashion Excellence to benefit fashion and design programs in Chicago. Past beneficiaries have included:

## Columbia COLLEGE CHICAGO

“Driehaus Design Initiative has been, and continues to be, a critical source of support for the fashion industry in Chicago. Many designers would not be in business today if it were not for the support they received from Driehaus Design Initiative in the beginning of their careers.”

**MELISSA GAMBLE**  
*Lecturer/Internship Coordinator, Fashion Studies Department, Columbia College Chicago*



**SAIC** School of the Art Institute of Chicago

“This is a major Chicago initiative with no comparison from other local cultural organizations. Consistency is key, and Driehaus Design Initiative has been a constant supporter of fashion in Chicago for our up-and-coming fashion talent.”

**ANKE LOH**  
*Associate Professor & Graduate Coordinator Department of Fashion, School of the Art Institute of Chicago*



## DOMINICAN UNIVERSITY

“Driehaus Design Initiative grants have equipped students and young professionals with the best equipment and instruction so that their creativity can flourish without impediment.”

**TRACY JENNINGS**  
*Apparel Department Chair,*  
Dominican University

## ChicagoHistoryMuseum

“Driehaus Design Initiative provides emerging fashion designers with an invaluable foundation upon which to build their businesses in Chicago. The program provides aspiring artists and designers with the necessary tools and support which enable them to reach their long term goals.”

**PETRA SLINKARD**  
*Former Curator of Costume,*  
Chicago History Museum

# PARTICIPATING STUDENT DESIGNERS & ALUMNI

DRIEHAUS  
DESIGN  
INITIATIVE



“I’m definitely going to take this opportunity and keep pushing for it, and I definitely won’t disappoint Driehaus down the road.”

**ALANTE BAUGH, 2016**



“This opportunity is amazing... you don’t really understand unless you’re graduating from college and you have all this debt and you feel hopeless and you have an opportunity and you have a light and people see that and it’s just the most amazing feeling.”

**KELSEY KASOM, 2016**



“I’m so honored to get the opportunity to be a part of the Driehaus Awards for Fashion Excellence and share the catwalk with the most talented designers in Chicago! Thank you for providing us with an incredible platform.”

**LEANDRO MULET, 2015**  
Leandro Mulet Designs



“I absolutely credit the Driehaus Awards for giving me a boost and a start in the fashion industry here in Chicago.”

**ELENA BOBYSHEVA, 2013**  
CEO, Founder & Designer, elenabobysheva



# EVENTS & PROGRAMS

## AWARDS, RETAIL DISPLAYS, AND BEHIND-THE-SCENES TOURS

DRIEHAUS  
DESIGN  
INITIATIVE



“I am so honored to have won the Neiman Marcus Distinguished Designer award. The exposure I will receive from having my collection in the Michigan Avenue window is amazing, and beyond anything I ever could have imagined. This opportunity has already given me so much exposure and I am so excited to see where it takes me.”

**HALEY HOGAN, 2016**

“I was completely surprised when I won. And it was amazing. And it took a minute to all sink in that anyone walking down Michigan Avenue would have the opportunity to walk into Saks Fifth Avenue and see my collection on display. And it has just been a wonderful platform to create a buzz about what I want to do.”

**LIZ BAHL, 2015**



Participating students receive exclusive invitations to mentorship luncheons and behind-the-scenes tours including the costume collection at the Chicago History Museum. Past retail and first place awarded designers have received window and retail displays at major Chicago retailers' flagship locations including Neiman Marcus, Saks Fifth Avenue and Macy's.

### DRIEHAUS AWARDS FOR FASHION EXCELLENCE AWARD RECIPIENTS

#### FIRST PLACE AWARD WINNERS

MOLLY QUINN 2019	FRALEY LE 2010
LINDSAY HOLESO 2018	HECTOR-JAVIER MONÀRREZ 2009
ANNA LOOSLI 2017	EMILY MARXER 2008
ALANTE BAUGH 2016	ROBYN COFFEY 2007
LIZ BAHL 2015	CARL DAHLSTEDT 2006
KENDEL KENNEDY 2014	OLGA FEYMAN 2005
RHYLEA MORTENSEN 2013	TINA SHIH 2004
KENDRA DEKUIPER 2012	MARIA SURPRENANT 2003
QUE SHEBLEY 2011	JODY BOUCHER-YUNG 2002

#### RETAIL AWARD RECIPIENTS

##### EDNA ST. LOUIS

Neiman Marcus Distinguished Designer Award, 2019

##### RACHEL RADULESCU

Neiman Marcus Distinguished Designer Award, 2018

##### QUINLAN MILNE ROJEK

Neiman Marcus Distinguished Designer Award, 2017

##### HALEYHOGAN

Neiman Marcus Distinguished Designer Award, 2016

##### LIZ BAHL

Saks Fifth Avenue Achievement in Design Award, 2015

##### KENDELKENNEDY

Neiman Marcus Distinguished Designer Award, 2014

##### RHYLEAMORTENSEN GABRIELSALDANA

Macy's Choice Award, tie, 2013

# EVENTS & PROGRAMS

## DRIEHAUS BUSINESS OF FASHION SYMPOSIUM

DRIEHAUS  
DESIGN  
INITIATIVE



### RUNWAY TO SHOWROOM

DRIEHAUS BUSINESS OF FASHION SYMPOSIUM

“Thank you for hosting a wonderful and beneficial seminar! I learned so much and I loved that we could really get to have an open dialogue with one another. All of the topics that were covered were of great benefit to us.”

**ELENA BOBYSHEVA**  
2013 Symposium attendee

“The symposium had great speakers. You and Driehaus Design Initiative really went above and beyond with everything.”

**NICOLE DIESCHBOURG**  
2015 Symposium attendee

“The panel was incredible! I wish something like this would have been available to all design graduates!”

2016 Symposium attendee

Beyond the runway and into the business world, all participating students of the Driehaus Awards for Fashion Excellence are invited to attend the post-event *Runway to Showroom® Driehaus Business of Fashion Symposium*, a business-focused roundtable discussion led by industry experts.

Successful local designers, top retail advisors, members of the fashion press, and PR and social media professionals cover topics ranging from entrepreneurship, resources, branding, career development, best practices for launching a line, and more.

The Symposium helps emerging designers elevate their brand and launch a sustainable and successful business or career. Students are welcome to bring their portfolio and engage in an open discussion of experience sharing, while receiving beneficial insight and personal advice.





# SUPPORT DRIEHAUS DESIGN INITIATIVE

## INDUSTRY LEADERS – PAST JUDGES & MENTORS

DRIEHAUS  
DESIGN  
INITIATIVE



“Richard Driehaus has opened his heart and opened his pockets and opened the world of philanthropy to say to the fashion students here in Chicago, ‘We care about you and we believe in you,’ and there’s nothing more valuable than being validated so early in your career.”

### PEACH CARR

*Owner & Designer, Peach Carr Designs, Project Runway Season 8*

\*Industry Leaders' business information as of 2018



RAKAN SHAMS ALDEEN, Designer & Founder, RAKAN  
VICTORIA ALSPACH, Brand Manager, Mirar Media Group  
ELISE BERGMAN, Owner & Designer, Elise Bergman  
MARY ANN CHILDERS, Senior Consultant, Res Publica Group  
TRACY CLIFFORD, Founder & Owner, Tracy Clifford Style  
PEACH CARR, Owner & Designer, Peach Carr Designs  
ELLIE COTEY, Head of Wardrobe, Joffrey Ballet  
ELDA DE LA ROSA, Creative Director, Elda de la Rosa Couture  
SHERYL DYER, Store Director, Van Cleef & Arpels  
BARBARA GLASS, Founder, InFashionChicago.com  
KELLY GOLDEN, Owner, neapolitan collection  
DANA GORDON, Founder, Designer & Director, Dana Rebecca Designs  
ROBERT GRECO, Visual Manager, Brooks Brothers  
JANE HAMILL, Founder, Fashion Brain Academy  
AMY HANNAFORD, General Manager, Gucci  
SUSANNA HOMAN, Editor-in-Chief & Publisher, Chicago magazine  
NENA IVON, Owner/Blogger, Nena Ivon, nenasnotes  
GARTH JACKSON, City Manager, Saint Laurent  
ALISON KELLY, Designer, Dahl by Alison Kelly  
AZEETA KHAN, Designer & Founder, Azeeta  
TIFFANI KIM, Founder, Tiffani Kim Institute  
CARYN KLEIN, Costume Director, Steppenwolf Theatre Company  
KPOENE' KOFI-NICKLIN, Creative Director, Mignonette Bridal  
WENDY KRIMINS, General Manager, Neiman Marcus Michigan Avenue  
KRISTIN LARSON, Chicago Correspondent, WWD  
CAITLIN LEE, Founder/CEO, Public Lives, Secret Recipes LLC

TIMOTHY LONG, Specialist of Couture & Luxury Accessories, Leslie Hindman Auctioneers  
SANJA MANAKOSKI, Costume Designer  
ROB MCMILLAN, Founder, Dearborn Denim & Apparel  
CHLOÉ MENDEL, Creative Director/Co-Founder, Maison Atia  
KENYA MERRITT, Chief Business Officer, City of Chicago Small Business Center  
MICHELLE MOLISE, Principal, Molise PR  
ROXANNE NAVA, Executive Director, Metropolitan Family Services  
AMY OLSON, Independent Fashion Show & Event Producer  
KATE PANKOKE, Creative Director & Designer, Elaya Vaughn Bridal  
MARIA PINTO, Creative Director & Founder, Maria Pinto  
ANI POLADIAN, General Manager, MaxMara  
JESSICA PUSHOR, Costume Collection Manager, Chicago History Museum  
DIEGO ROCHA, Designer, Diego Rocha Custom Design  
MARK ROSCOE, President, Mark Roscoe Design  
STEVEN ROSENGARD, Owner, Steven Rosengard  
KATIE SCHROEDER, Freelance Writer  
ANDREA SCHWARTZ, Vice President, Media Relations & Cause Marketing, Macy's  
LINDSAY SEGAL, Co-Founder, Luxury Garage Sale  
YOLANDA SHUM, Owner & Creative Director, Yolanda Shum  
ALISON SIPLE, Jeff Award-winning theatre costume designer  
PETRA SLINKARD, Curator of Fashion & Textiles, Peabody Essex Museum  
GIBEON TOLBERT, Designer, SITTAR by Gibeon Tolbert  
ANN WALLACE, General Manager, Versace  
MEGAN MCKINNEY WHITFIELD, Publisher, Classic Chicago Magazine  
MARIE WHITNEY, Founder & Creative Director, Two Penny Blue  
SYLWIA WILCZYNSKA, Owner/Head Designer, Sylwia Designs, Inc.  
JENNIFER WORMAN, CEO, T&J Designs

# SUPPORT DRIEHAUS DESIGN INITIATIVE

## SPONSORS & CHARITABLE EVENT PARTNERS

DRIEHAUS  
DESIGN  
INITIATIVE



“These students represent the best of the best of fashion.”

### PAUL DUNK

Charles Schwab & Co., Inc.  
DrieHaus Design Initiative Sponsor

“This does not feel like another student fashion show. The setting is stupendous, the atmosphere is electric, the competition is intense, the product is first class and the overall production is very entertaining.”

### STEVE “MAC” MACCLELLAN

Northern Trust  
DrieHaus Design Initiative Sponsor

Contact  
[EVENTS@DRIEHAUSDESIGN.ORG](mailto:EVENTS@DRIEHAUSDESIGN.ORG)  
for more information.

### DONATE NOW to

DrieHaus Design Initiative at  
[DRIEHAUSDESIGN.ORG/DONATE](http://DRIEHAUSDESIGN.ORG/DONATE)

## Sponsor & Charitable Event Partner Opportunities

### BE A SPONSOR

Sponsorship packages are available from \$2,000 to \$30,000 and include benefits such as:

- Premier logo recognition
- Priority runway show seating for groups of 4 to 20
- Social media & press release mentions
- Champagne service during runway show (presenting sponsor only)
- Invitation-only event access
- Other exclusive offerings

### 2019 SPONSORS

#### CRÈME DE LA CRÈME SPONSOR



*Own your tomorrow™*

#### HAUTE COUTURE SPONSOR



#### TRÈS CHIC SPONSOR



### BE A CHARITABLE EVENT PARTNER

Provide an in-kind event donation or services in-kind, a \$5,000 minimum fair market value. Benefits include:

- Logo recognition in video reel at event, on the event website with a clickable link to your corporate website, and in the invitation and program book
- Inclusion in social media
- Seating for 2 guests
- Opportunity for 2 guests to attend invitation-only Sponsor & Event Partner event with fashion industry leaders & emerging designers

### 2019 CHARITABLE EVENT PARTNERS



ChicagoHistoryMuseum





# PRESS

**BIZBASH 2019**  
**TOP 100**  
Events in Chicago

**DRIEHAUS DESIGN INITIATIVE**

“This is a huge opportunity to upcoming fashion designers and established designers. Just to have the opportunity to create something that you will bring to the stage and have the opportunity to show to people your talent as a fashion designer, it was an amazing feeling.”

HECTOR-JAVIER MONÀRREZ, 2008



## CONNECT WITH US

[DRIEHAUSDESIGN.ORG](http://DRIEHAUSDESIGN.ORG)

[EVENTS@DRIEHAUSDESIGN.ORG](mailto:EVENTS@DRIEHAUSDESIGN.ORG)

(312) 932-8648



[FACEBOOK.COM/](https://www.facebook.com/DRIEHAUSDESIGNINITIATIVE)

[DRIEHAUSDESIGNINITIATIVE](https://www.facebook.com/DRIEHAUSDESIGNINITIATIVE)



[@DRIEHAUSDESIGNINITIATIVE](https://www.instagram.com/DRIEHAUSDESIGNINITIATIVE)

[#DriehausFashion](https://www.instagram.com/DRIEHAUSDESIGNINITIATIVE)

View Press Clips & Videos at  
[DRIEHAUSDESIGN.ORG/PRESS](http://DRIEHAUSDESIGN.ORG/PRESS)

