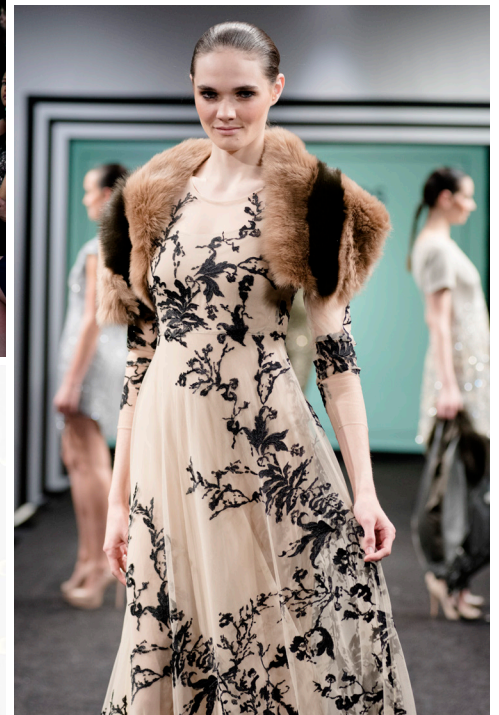


# DRIEHAUS DESIGN INITIATIVE



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

“The support that Driehaus Design Initiative provides the fashion schools and other endeavors throughout Chicago, reinforces that creative careers in music, art, architecture, and fashion are necessary and vital to the success of Chicago.”

DANIEL ROBINSON, *Institutional Director, Career Services, Illinois Institute of Art-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 Chair,  
Dominican University

“We have a venue that opens a door for a possible future. Now that future is up to them, but we open the door.”

## SKIP GRISHAM

Artistic Director

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Reserved seating VIP tickets are \$300 and include access to the DJ-hosted VIP after-party. General admission tickets are \$175. For event updates and information about purchasing tickets, visit [DRIEHAUSDESIGN.ORG](http://DRIEHAUSDESIGN.ORG).



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

Each year, the industrial space at 700 S. Desplaines Street is transformed into a multimedia production to showcase the emerging designers' knowledge of textiles, excellence in sewing techniques and impeccable garment construction. The elegant evening also includes a cocktail reception with hors d'oeuvres and live music, a live auction featuring one-of-a-kind exclusive offerings, and a VIP after-party. Cocktail attire is encouraged.

The runway show features about 175 original garments crafted by up to 25 undergraduate students from participating fashion programs, with each student presenting a collection of three or five mens or womenswear looks.

## DESIGNERS

Junior and senior undergraduate students from four 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 four fashion industry experts judge the collections live as they are presented on the runway. A judge representing a retail partner selects a recipient of a retail design award for the designer whose collection best represents the store's brand and customer.

## AWARDS

The first, second and third place winners are awarded cash honorariums and trophies. Up to five designers may receive honorable mention recognition. Past retail award and first place awarded designers have received window and retail displays at major Chicago retailers' flagship locations including Macy's, Neiman Marcus and Saks Fifth Avenue. All participating students are invited to attend a post-event *Runway to Showroom: Driehaus Business of Fashion Symposium*, a roundtable discussion led by industry experts.

## BENEFICIARIES

The proceeds benefit the production of student work at the participating fashion programs and other fashion programs in Chicago.

# PARTICIPATING SCHOOLS & BENEFICIARIES

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“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*

“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**

*Associate Professor, Illinois Institute of Art-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, Sage Foundation Chair 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*

 **CHICAGO FASHION INCUBATOR**  
at macy's on state street

“Driehaus Design Initiative is a vital component of Chicago’s fashion ecosystem and critical to the success of emerging fashion talent and not-for-profits.

Supporting Chicago’s fashion talent allows emerging fashion brands to create thriving businesses, to explore (and improve) creative output, to build latitude beyond Chicago into global markets, and helps to elevate the brand of fashion in Chicago.”

**TONYA GROSS**

*Executive Director, Chicago Fashion Incubator*

  
**The Illinois Institute of Art®**  
CREATIVITY for LIFE

“The Driehaus Awards for Fashion Excellence showcases the best talent from the Chicago fashion schools and has become the climactic Spring fashion event. The winner of the top prize can claim the title of “Best Fashion Design Student in Chicago” for that year. The students from the fashion schools use the show as a means to measure their ability as a designer. It gives them incentive to take risks and try new things.”

**DANIEL ROBINSON**

*Institutional Director, Career Services Illinois Institute of Art-Chicago*

**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**

*Curator of Costume, Chicago History Museum*

# PARTICIPATING STUDENT DESIGNERS & ALUMNI

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“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

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“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 last year. 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**



NEIMAN MARCUS IS PLEASED TO SHOWCASE THE WORK OF STUDENT DESIGNER **HALEY HOGAN** NEIMAN MARCUS DISTINGUISHED DESIGNER AWARD WINNER AT THE 15TH ANNIVERSARY DRIEHAUS AWARDS FOR FASHION EXCELLENCE

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

### DRIEHAUS AWARDS FOR FASHION EXCELLENCE FIRST PLACE AWARD WINNERS

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

### DRIEHAUS AWARDS FOR FASHION EXCELLENCE RETAIL AWARD RECIPIENTS

<b>HALEY HOGAN</b> Neiman Marcus Distinguished Designer Award, 2016
<b>LIZ BAHL</b> Saks Fifth Avenue Achievement in Design Award, 2015
<b>KENDEL KENNEDY</b> Neiman Marcus Distinguished Designer Award, 2014
<b>RHYLEA MORTENSEN</b> <b>GABRIEL SALDANA</b> Macy's Choice Award, tie, 2013

# EVENTS & PROGRAMS

## DRIEHAUS BUSINESS OF FASHION SYMPOSIUM



### 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 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

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“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*

“Driehaus Design Initiative helps students explore and show their creative style to a wider professional audience than is possible through school fashion shows. 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.

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 Chair,  
Dominican University*



## FASHION

**SARA ALBRECHT**, *Chairman of the Board, Hubbard Street Dance Chicago*  
**ELISE BERGMAN**, *Owner & Designer, Elise Bergman*  
**DEIDRE BORMES**, *Saks Fifth Avenue*  
**PEACH CARR**, *Owner & Designer, Peach Carr Designs*  
**ELDA DE LA ROSA**, *Designer/Owner, Elda de la Rosa Couture*  
**SHERYL DYER**, *Store Director, Van Cleef & Arpels*  
**JULIE GEE**, *Buying Manager, Macy's*  
**KELLY GOLDEN**, *Owner, neapolitan collection*  
**DANA GORDON**, *Founder, Designer & Director, Dana Rebecca Designs*  
**ROBERT GRECO**, *Visual Manager, Brooks Brothers*  
**AMY HANNAFORD**, *General Manager, Gucci*  
**MARK HEISTER**, *Designer, Mark Heister Design, Inc.*  
**NENA IVON**, *Partner/Founder, TalksChic and ChicUniquEvents*  
**GARTH JACKSON**, *Store Director, Saint Laurent*  
**ALISON KELLY**, *Designer, Dahl by Alison Kelly*  
**AZEEZA KHAN**, *Designer & Founder, Azeeza*  
**CARYN KLEIN**, *Costume Director, Steppenwolf Theatre Company*  
**KPOENE' KOFI-NICKLIN**, *Creative Director, Mignonette Bridal*  
**WENDY KRIMINS**, *General Manager, Neiman Marcus Michigan Avenue*  
**AMY OLSON**, *Independent Fashion Show & Event Producer*  
**KATE PANKOKE**, *Creative Director, Elaya Vaughn Bridal*  
**MARIA PINTO**, *Designer, Maria Pinto*  
**ANI POLADIAN**, *General Manager, MaxMara*  
**DIEGO ROCHA**, *Designer, Diego Rocha Handbags*  
**STEVEN ROSENGARD**, *Owner, Steven Rosengard*

**ANDREA SCHWARTZ**, *Vice President, Media Relations and Cause Marketing, Macy's*

**LINDSAY SEGAL**, *Co-Owner, Luxury Garage Sale*

**ALISON SIPLE**, *Jeff Award-winning theatre costume designer*

**PETRA SLINKARD**, *Curator of Costumes, Chicago History Museum*

**GIBEON TOLBERT**, *President, SITTAR by Gibeon Tolbert*

**ANN WALLACE**, *General Manager, Versace*

**MARIE WHITNEY**, *Founder & Creative Director, Two Penny Blue*

**SYLWIA WILCZYNSKA**, *Owner/Fashion Designer, Sylwia Designs, Inc.*

## BUSINESS

**JANE HAMILL**, *Founder, Fashion Brain Academy*

**TIFFANI KIM**, *Founder, Tiffani Kim Institute*

**CAITLIN LEE**, *Founder/CEO, Public Lives, Secret Recipes LLC*

**ROXANNE NAVA**, *Chief Small Business Officer, City of Chicago  
Small Business Center*

**MICHELLE MOLISE**, *Principal, Molise PR*

## EDITORIAL

**MARY ANN CHILDERS**, *Senior Consultant, Res Publica Group*

**TRACY CLIFFORD**, *Founder & Owner, Tracy Clifford Style*

**BARBARA GLASS**, *Founder, In Fashion Chicago*

**SUSANNA HOMAN**, *Editor-in-Chief, Chicago magazine*

**KRISTIN LARSON**, *Chicago Correspondent, WWD*

**MEGAN MCKINNEY WHITFIELD**, *Classic Chicago Magazine*

**KATIE SCHROEDER**, *Freelance Writer*

\*Industry Leaders' business information as of 2016

# SUPPORT DRIEHAUS DESIGN INITIATIVE

## SPONSORS & EVENT PARTNERS

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“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

Please 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)

### BECOME A SPONSOR or EVENT PARTNER

#### Charitable Event Partner

Provide an in-kind event donation or services in-kind, \$5,000 minimum value.

Event Partner benefits include:

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

### 2016 CHARITABLE EVENT PARTNERS

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arena  
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### Sponsor

Sponsorship packages are available from \$2,000 to \$30,000 and include benefits such as premier logo recognition, priority runway show seating, social media & press release mentions, invitation-only event access and other exclusive offerings.

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# PRESS

**BIZBASH 2016  
TOP 100  
EVENT  
CHICAGO**  
bizbash.com/top-100

**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

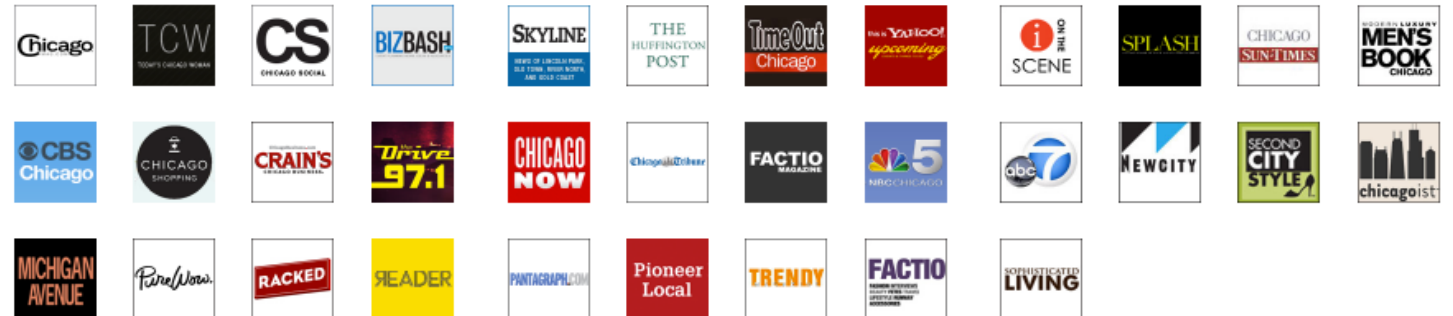


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