



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

Reserved seating 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/SUPPORT/TICKET.



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. The event also features live entertainment, and a live auction featuring one-of-a-kind experiences. Throughout the evening, guests will enjoy specialty cocktails and hors d'oeuvres, 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 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 fashion industry experts judge the collections live as they are presented on the runway. A retail partner 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 roundtable discussion led by industry experts.

BENEFICIARIES

Event proceeds benefit the production of student work at the participating fashion programs including: Columbia College Chicago, Dominican University, The Illinois Institute of Art – Chicago and the School of the Art Institute of Chicago, 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



“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



“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



“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

Academic Coordinator-Fashion, 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



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 Neiman Marcus, Saks Fifth Avenue and Macy's.

DRIEHAUS AWARDS FOR FASHION EXCELLENCE FIRST PLACE AWARD WINNERS

ANNA LOOSLI

2017

ALANTE BAUGH

2016

LIZ BAHL

2015

KENDEL KENNEDY

2014

RHYLEA MORTENSEN

2013

KENDRA DEKUIPER

2012

QUE SHEBLEY

2011

FRALEY LE

2010

HECTOR-JAVIER MONÀRREZ

2009

EMILY MARXER

2008

ROBYN COFFEY

2007

CARL DAHLSTEDT

2006

OLGA FEYMAN

2005

TINA SHIH

2004

MARIA SURPRENANT

2003

JODY BOUCHER-YUNG

2002

DRIEHAUS AWARDS FOR FASHION EXCELLENCE RETAIL AWARD RECIPIENTS

QUINLAN MILNE ROJEK

Neiman Marcus Distinguished Designer Award, 2017

HALEY HOGAN

Neiman Marcus Distinguished Designer Award, 2016

LIZ BAHL

Saks Fifth Avenue Achievement in Design Award, 2015

KENDEL KENNEDY

Neiman Marcus Distinguished Designer Award, 2014

RHYLEA MORTENSEN

GABRIEL SALDANA

Macy's Choice Award, tie, 2013

EVENTS & PROGRAMS

DRIEHAUS BUSINESS OF FASHION SYMPOSIUM

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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.



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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*

*Industry Leaders' business information as of 2017



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*
ELLIE COTEY, *Head of Wardrobe, Joffrey Ballet*
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*
MARK ROSCOE, *President, Mark Roscoe Design*

STEVEN ROSENGARD, *Owner, Steven Rosengard*
ANDREA SCHWARTZ, *Vice President, Media Relations, 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.*
JENNIFER WORMAN, *CEO, T&J Designs*

BUSINESS

JANE HAMILL, *Founder, Fashion Brain Academy*
TIFFANI KIM, *Founder, Tiffani Kim Institute*
CAITLIN LEE, *Founder/CEO, Public Lives, Secret Recipes LLC*
ROXANNE NAVA, *Executive Director, Metropolitan Family Services*
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*

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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
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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

2017 CHARITABLE EVENT PARTNERS

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ChicagoHistoryMuseum

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Heightening Sensory Experience

limelight

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Creation to Ovation

ZZAZZ
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**DRIEHAUS
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“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



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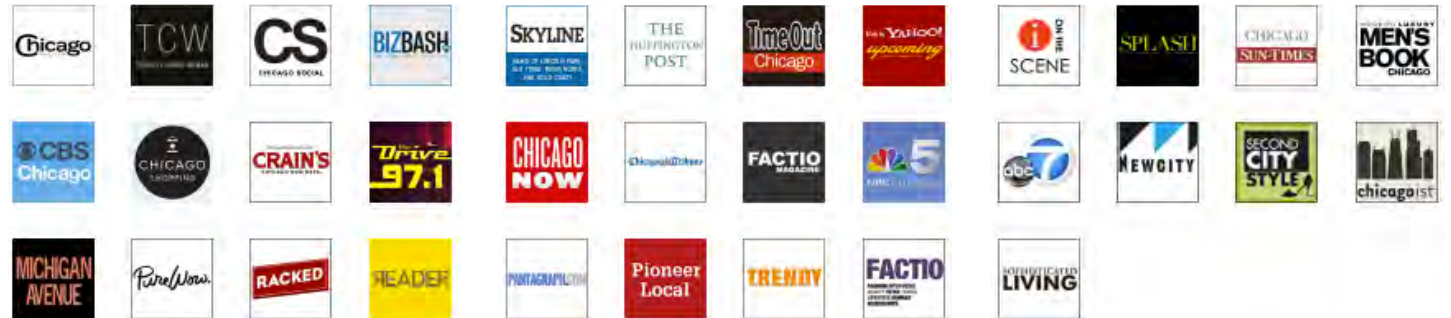


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