

**2021 | CFDA LIZ  
CLAIBORNE**

DESIGN FOR  
IMPACTFUL  
FUTURES  
SCHOLAR AWARD

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# DESIGN FOR IMPACTFUL FUTURES= SUSTAINABLE DESIGN SYSTEMS

IMPACT AREAS  
CLIMATE  
EQUITY  
INNOVATION  
WELLNESS  
MATERIALS  
MAKING

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# 2021 LIZ CLAIBORNE

## Design For Impactful Futures Scholar Award

The 2021 CFDA Liz Claiborne Design for Impactful Futures Scholar Award is a \$25,000 scholarship awarded to a selected student demonstrating innovative design thinking within sustainable fashion systems. Students enrolled full time in an Undergraduate {BFA/ BA} Year 3/ Junior fashion design program of any specialization are eligible to apply. In Spring 2021, the CFDA Liz Claiborne Design for Impactful Futures Scholar will be chosen by committee based on portfolio review and virtual presentation – and awarded to a future change champion based on a criteria of talent, financial need and professional potential.

Submissions for the 2021 CFDA Liz Claiborne Design for Impactful Futures Scholar Award are portfolio based, supported by both a video self introduction that includes a design manifesto and a written statement that includes how, if selected, the scholarship will help you.

As the future of fashion, every choice you make in the design process comes with impacts- environmentally, socially, financially, and ethically. Equally, every message and action produced through a brand's story has the power to influence, transform, and change (hopefully for good)!

With a view to positive futures, we invite portfolios with imaginative answers to today's urgent

challenges as the global fashion ecosystem and society navigate the intersection of climate x social justice, ocean, land, and air waste/ pollution and economic unknowns, alongside the health and social impacts of the pandemic.

Consider environmental, social, cultural, and financial impacts across the entire brand lifecycle and all the steps your ideas take from paper to closet to disposal, as well as what falls between sales, packaging, delivery, care, wear, mending and repair, discard or hand-me-down.

### **DESIGN FOR IMPACTFUL FUTURES = SUSTAINABLE DESIGN SYSTEMS**

Designing for impactful futures in this current fashion landscape requires resiliency, ingenuity, and creativity. Portfolio submissions may address today's challenges through design and systems thinking in any one or more of the below impact areas:

#### **IMPACT AREAS**

**CLIMATE**  
**EQUITY**  
**INNOVATION**  
**WELLNESS**  
**MATERIALS**  
**MAKING**

# PORTFOLIO

- Submit a professional quality digital portfolio conveying your concept supported by a brand narrative, and element of sustainable design innovation.
- Strive to innovate and further fashion's "journey towards sustainability" through design thinking with attention to people, planet, purpose before profit centered design strategies.
- Include your design manifesto +/- or ethos and explanation of sustainable design strategies that relate to product, process, and experience.
- Include in your portfolio submission a collection, if applicable to specialization as well as all phases of design development, brand narrative, and basic brand model
- Demonstrate thinking about the collection's sustainability and social innovation impacts referencing any frameworks used to measure material/process impacts.
- Materials, sampling, and color concepts may be included within the portfolio including examples of prototyping
- The portfolio may be supported by excerpts from design journals, process books, and other design development showcasing research, iteration, and exploration.

## VIDEO

- A 60 second video introducing yourself, your concept and what you believe in = Design Manifesto that includes answer to "Design For \_\_\_\_\_"

## STATEMENT

- Your written statement can further explain your design approach, and include answer to the following:
- 1. How would being selected as the 2021 CFDA Liz Claiborne Design for Impactful Futures Scholar impact you financially, and personally ?
- 2. What do you think is the most important next step that fashion can take to transform today into a better future?
- 3. COVID-19 has impacted my education by \_\_\_\_\_?

## WHEN TO APPLY

Up to 5 school-endorsed submissions must be received by Friday, March 26, 2021. Each school may endorse up to 5 student portfolios per program. All endorsed submissions must complete an application and upload a portfolio by the deadline.

## HOW TO APPLY

### SUBMISSION | ENDORSED APPLICANTS

Endorsed applicants and host schools will receive a URL link to via [CFDA.smapply.co](https://CFDA.smapply.co) to upload portfolios and related application materials which will include:

- Completed Application + Consent Form
- PDF Digital Portfolio
- 60 Second Video self-introduction / Design Manifesto
- Written statement of concept and need, no more than 1000 words
- Headshot
- Bio

# SELECTION

## ELIGIBILITY

- The CFDA will accept up to 5 submissions per school that are selected and endorsed by the school's Dean, Chair, Director or equivalent.
- Students enrolled full time in a four year fashion design Undergraduate degree {BFA/ BA} at an accredited American college or university, and are in good academic standing are eligible to apply
- While the focus of portfolio is centered on sustainable fashion systems, students of any pathway +/- or design specialization including Apparel, Accessories, Jewelry, Materials, Technical Design or equivalent are welcome to apply.

## CRITERIA

The CFDA recognizes that as a result of COVID-19, students pursuing a college education are faced with unprecedented financial challenges, and are experiencing unforeseen hardship. In 2021, all CFDA Scholarships are earmarked to support tuition and direct education expenses including thesis portfolio, collection, and studio work required to complete a degree.

- The selection committee will give consideration to financial need related to COVID impacts. -with goal of awarding an individual who is experiencing financial hardship as direct result of the pandemic.
- All CFDA scholarships are intended to help meet tuition/ eligible education costs -including direct Senior Thesis expenses such as materials, prototyping etc.
- All CFDA Scholarship awarded funds will be remitted directly to the Scholar's attending College/ University and applied to the student's account - with any balance dispersed to be used solely for Thesis/ eligible school expenses during the 2021- 2022 academic year.

## TALENT X NEED X POTENTIAL

- 2 Phased Selection {Portfolio Review followed by Virtual Presentations to Selection Committee}
- Blended criteria of talent, financial need, and professional potential
- In addition to demonstrated financial need, the submissions must also display a strong, well developed portfolio, with excellence in:

INNOVATION  
VISION  
CREATIVITY  
IMPACT POTENTIAL  
VIABILITY

## SELECTION

### PHASE 1 | FINALISTS

In April 2021 up to (5) Finalists will be determined by a CFDA Selection Committee based on review of digital portfolio and application elements. Each school and student will be contacted for details.

### PHASE 2 | VIRTUAL PRESENTATIONS

Selected finalists will be contacted and invited to present their work to the CFDA Selection Committee; Presentations will include Q+A

### PHASE 3 | AWARD

The 2021 Liz Claiborne Design For Impactful Futures Scholarship Award of \$25,000 will be selected by the committee with final decision and notification by June 2021.

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# LIZ CLAIBORNE, AN AMERICAN LEGACY

In 2009, the Council of Fashion Designers of America and the late Liz Claiborne's husband and business partner, Art Ortenberg, established the Liz Claiborne Design Scholarship Fund in honor of the iconic American designer and entrepreneur's legacy. Today, the scholarship continues to celebrate Liz Claiborne as a design leader and pragmatic innovator by recognizing the next generation of fashion's potential to power positive change and create sustainable futures through design thinking.

"As a designer, Ms. Claiborne did not care to be considered a trendsetter. She placed practical concerns over the glamour of the catwalks and the prestige of designer prices. Her arrival as a fashion brand was well timed, catching the beginning of a great change in American society as women headed to the workplace in large numbers." – *Eric Wilson, New York Times, 2007*

Liz Claiborne's legacy was founded on her instinctive vision of contemporary fashion's changing needs, behaviors and desires. Much of her brand's innovation was framed at the intersection of [fashion] design, business, technology, and society

– just as today. In context of 1970s dressing, Liz Claiborne was disruptive to the industry yet her strategic intuition was enormously successful. By the mid 1980s, Claiborne became the first woman who founded a Fortune 500 Company. At a time when many American designers were striving to create luxury, opulence and exclusivity within their brands, Claiborne instead designed to fit the needs of her customer re-coding sportswear into comfortable, versatile, affordable and styled fashion separates.

As a holistic design and business thinker, Claiborne engaged in every phase of the creative process as well as production, merchandising, sales, and presentation - known best for presenting directly to clients - demonstrating how best to wear each season's colors, shapes, and layers.

Claiborne and Ortenberg were avid philanthropists and established the Liz Claiborne & Art Ortenberg Foundation in 1987, which today remains committed to wildlife preservation and environmental conservation.

## QUESTIONS?

For questions about CFDA Design Scholar Awards or for faculty interested in planning a virtual school visit, please contact Kevin Bass Programs Liaison, [K.Bass@CFDA.com](mailto:K.Bass@CFDA.com).

## TO LEARN MORE ABOUT THE CFDA SCHOLARSHIP PROGRAM

Including the Liz Claiborne Design for Impactful Futures Scholar Award and the Geoffrey Beene Design Masters Scholar Award, visit [CFDA.com](http://CFDA.com) for more information about the CFDA Scholarship Program and other student opportunities.