

Sample form, not for offline completion.

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# 1. National Designer Award X David Jones

The National Designer Award X David Jones acts as a platform for emerging fashion talent to take their business to the next level through opportunities for critical exposure, networking, and growth. Open to designers within their first eight years of business, the Award aims to celebrate excellence, creativity and fresh perspectives in the industry, supporting the best of Australia's up-and-comers as they build strong, sustainable careers.

DAVID JONES

## **Thank you for your interest in applying for the 2026 Talent Development Programme.**

Over the last 30 years, PayPal Melbourne Fashion Festival has evolved to become the largest and most loved consumer fashion major event in Australia, with the purpose of developing, supporting and showcasing local and emerging fashion talent and delivering growth to the entire Australian fashion industry.

The Talent Development Programme is a series of initiatives designed and managed by the Festival to deliver tangible industry mentorship, education, networking, retail opportunities, exposure and acknowledgement to the next generation of fashion designers and creative talent. This programme provides support through education, post-graduation and early stages of business to help participants build and sustain their craft and careers.

**Please ensure you select the programme category you wish to apply to in the drop-down menu below:**

- **National Designer Award X David Jones** (for fashion designers in the first eight years of business)
- **National Graduate Showcase** (for fashion design students graduating between June 2025 and June 2026)

Kindly ensure that you have completed all sections of your form before you submit. If you need to complete your form in multiple parts, please ensure to save your progress as you go, so you can revisit and finish it at a later time. If you require any assistance, please do not hesitate to reach out to our team at [programming@mff.com.au](mailto:programming@mff.com.au). We look forward to receiving your application!

Brand Name

Please provide your personal and contact details below. All information you share will remain strictly confidential and used only for the purposes of your application.

First name

Last name

Preferred pronouns (optional)

Email address

Contact number

Mobile number preferred.

Residential postcode

Registered business address (optional)

Only applicable if you have a registered business address.

Digital and social channels handles

Please include the handles for your personal and/or business digital channels (any applicable): Website, Instagram, Facebook, LinkedIn, Twitter, TikTok, Other

Do you identify with any of the following?

Aboriginal and/or Torres Strait Islander (optional)

LGBTQIA+ (optional)

Deaf or Disabled (optional)

CALD (Culturally and Linguistically Diverse) (optional)

Have you participated in the Festival before? If yes, please provide a brief overview of your previous involvement. (optional)

e.g. year/s of participation and programme name (Premium Runway Series, Independent Programme (previously the Fashion Culture Programme), Volunteer Programme, National Designer Award, etc)

Before starting your application for the 2026 National Designer Award x David Jones, please confirm that you meet the eligibility requirements below and agree to the programme's terms and conditions.

I would like to apply for the 2025 National Designer Award X David Jones.

My label has been established for less than 8 years, having launched its first part or full range collection after 1st January 2017.

My label's main place of business is based in Australia.

My collection will be available for purchase in March 2025.

Applies to both ready to wear and made to order collections.

I am available to be in Melbourne on the 20 February 2025 (1 day) and 4-5 March 2025 (for 2 days).

My collection has a minimum of 6 full looks to present to the judging panel.

Look refers to head-to-toe outfits rather than single pieces (not including shoes).

I have read and agree to the 2025 National Designer Award X David Jones [Terms & Conditions](#) and understand I may be subject to further terms and conditions should my application be successful.

I agree to the Festival's [Privacy Policy](#).

Please tell us about your brand in the section below.

Brand name

Registered brand or business name.

ABN

Business ABN (if applicable)

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## Get to know the designer...

*Why should you be the next National Designer Award winner?*



Please record yourself answering this question talking to camera (phone camera accepted). Please ensure your video file meets the following requirements: Format: MP4 or MOV Dimensions: N/A Time: 60 seconds Max File Size: 200 MB Max File Naming Conventions: LabelName\_NDAVideo You are not required to edit your raw footage video.

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Why did you start your brand?

200 words

e.g. ethos, mission

Who is your target market and what does your brand offer them?

200 words

e.g. target demographic, product description, frequency of collection drops

How do you envision your brand evolving over the next 12 months, and what steps are you taking to reach that vision?

200 words

e.g. goals for the business, growth objectives, projects or collaborations in the pipeline

Why should you be the next National Designer Award winner?

200 words

Please upload the following submission requirements, adhering to the required file format and naming conventions:

## Section 2: Lookbook Upload

Current collection lookbook upload



Please upload your current collection lookbook. This will show the collection you intend to present to the judging panel at the National Designer Award round 2 judging day. Format: PDF File File Size: 20 MB Max

Past collection lookbook upload



Please upload your current collection lookbook. This will show the collection you intend to present to the judging panel at the National Designer Award round 2 judging day. Format: PDF File File Size: 20 MB Max

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## Additional Information Request

Thank you for applying for the 2026 National Designer Award X David Jones. The Melbourne Fashion Festival team has reviewed your application and you have progressed to Round One Judging. We look forward to passing your completed form over to the official judging panel. Please complete this 'Additional Information Request' to assist the judges in assessing and scoring your application against the judging criteria.

**Please note: This form is due on Thursday 13 November, at 5:00pm**

If you require any assistance, please do not hesitate to contact our team at [programming@mff.com.au](mailto:programming@mff.com.au). Thank you in advance, we look forward to receiving your completed submission.

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## Section 3: Manufacturing Information

Who manufactures your product and what measures do you have in place to ensure quality and consistency?

250 words

What materials do you use in your collections, and how do you ensure their quality and durability?

250 words

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## Section 4: Business & Marketing Information

Please outline your label's market price point strategy.

What was your annual sales turnover during the last financial year?

0-25k

25k - 50k

50k - 100k

100k - 500k

500k - 1M

1M +

FY 2023-24

Please explain your approach to marketing and publicising your label.

200 words

e.g. unique strategies, channels you prioritise

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## Section 5: Sustainable Practise

What animal-free or cruelty-free alternative materials or practises do you use in creating your products?

150 words

Do you minimise production/post-consumer waste through practises like reducing, repairing, recycling? Do you implement any other circular initiatives to extend your product's lifecycle?

150 words

Does your business model include any unconventional strategies that differentiate it from traditional fashion brands? How does it allow for the needs of a changing consumer climate?

150 words

What initiatives or policies does your label have in place to promote diversity and inclusion?

150 words

Does your label support any projects aimed at reducing environmental impact?

150 words

e.g. renewable energy, responsible farming, fibre recycling

What measures do you have in place to ensure fair working conditions for your garment workers? 150 words

Do you support the conservation of cultural heritage by integrating any traditional craftsmanship into your work? If so, please explain how you honour the source of these techniques. 150 words

N/A if not applicable

Does your label use any innovative techniques or technologies? If so, please explain them and how they are incorporated into your processes. 150 words

How do you address the environmental impact of your packaging? Please elaborate on any responsible materials or waste strategies used. 150 words

How do you inform customers about your brand's environmental and social practices? Please explain what information you share and how it's communicated. 150 words

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## ADDITIONAL UPLOADS

### *Image Upload*

Portrait hero image of your current collection

(1/2)



Please upload a portrait hero image of your current collection. Format: High Res JPEG or PNG Dimensions: Portrait (dimensions n/a) File Size: 10MB Max File Naming Conventions: LabelName\_Hero1

Portrait hero image of your current collection

(2/2)



Please upload a portrait hero image of your current collection. Format: High Res JPEG or PNG Dimensions: Portrait (dimensions n/a) File Size: 10MB Max File Naming Conventions: LabelName\_Hero2

Designer headshot



Please upload your designer headshot. Format: High Res JPEG or PNG Dimensions: Portrait (dimensions n/a) File Size: 10MB Max File Naming Conventions: LabelName\_Headshot

Brand/business logo



Please upload your brand/business logo. Format: High Res JPEG or PNG (transparent background) Dimensions: n/a File Size: 10MB Max File Naming Conventions: LabelName\_Logo

The Festival may feature the above video/image assets on the Festival's website, programme, and social/digital media platforms. By checking this box, you agree that you have full authorisation to use these assets and grant usage and publishing rights the Festival and David Jones.