

 **POPSICLE!**

2008 Designer Application Pack





Popsicle: On William

Presented by The William Street Collective, Popsicle is a pop-up retail event that is the first of its kind in Perth. Held as part of the 2008 Perth Fashion Festival this September, Popsicle will house the current ranges of emerging designers and established businesses in an empty warehouse space in Perth's Northbridge fashion precinct. The retail space will offer a unique shopping experience providing a platform for designers to secure immediate sales and generate further interest in their brand from retail buyers and other industry professionals.

Collaboration between a group of interior designers, architects and retailers will transform the disused building at 214 William Street into Popsicle, which will stay open only for the duration of the Perth Fashion Festival, 2008.

There will also be the opportunity for designers to have showings for potential buyers and retailers before Popsicle is open to the public.

Popsicle will be opening to shoppers from 11am-6pm daily from 4-14 September 2008.

There will be a VIP launch on 3 September 2008, where members of the media, fashion, art and design communities, event sponsors and buyers from boutique and galleries Western Australian wide will be invited.

Anan, Bim Kenesis, Joveeba and Dapple-Grey are some of the labels that will be showing, and limited spaces exist for others wishing to take part.

Calling Designers

We are currently seeking applications from local designers who would like to showcase their products to both retail customers and potential buyers.

Designers could include, but are not limited to:

- Fashion
- Jewellery
- Furniture
- Product
- Creative Publishing

Potential participants are required to submit a detailed application form (attached) and accompanying product images.

A fee of \$150+gst will be charged for participation in Popsicle. If an applicant is successful, a \$50 payment will be required up front, then the remaining \$100 will be deducted from any sales made at the close of the event. The William Street Collective will also be taking a commission of 30% on any sales. Spaces are reallocated if payment is not received by the due date. To see what this fee covers please read details on next page.

Criteria for potential designers

- Product uniqueness
- Quality and style of product range
- Professionalism of presentation of the business/concept
- Right 'fit' for the Popsicle demographic
- Ability to supply sufficient stock

A panel of industry professionals, comprising of designers, artists, retailers and other industry creatives, will assess applications.

Applications must be received no later than 6pm 1st August 2008

If you have any queries please contact Renee at hello@OnWilliam.com.au



additional information

What you need to provide if selected:

- Current range of products / designs of sufficient quantity for sale to the general public
- Fee of \$150+gst (\$50 up front, \$100 when the event ends)
- Transportation of all products to and from an allocated drop off / pick up location
- Swingtags on all garments and products clearly marked with a retail price and style /item name (if you do not have a style name please allocate names to your products/designs) and size.
- Designers must provide a printed stocklist of all items submitted for sale to the event organisers specifying price, style / item name, size, quantity, colour (a spreadsheet will be provided)
- High resolution images for all marketing and PR (format to be advised)
- Attend reasonable requests for photo and interview opportunities with media
- Permission for The William Street Collective Inc. to reproduce your images for press and marketing
- A tax office approved invoice for sold items once your sales report is generated (payment can not be made to you until you provide an invoice)
- Promotional material for VIP night showbags (optional)

What we will provide:

- Payment for sold designs/product will be made to you at close of Popsicle after you provide The William Street Collective Inc. with an invoice. The William Street Collective will take a 30% commission on all sales. For example if you price an item at retail \$100 you will invoice us the item for \$70 + gst if you are registered for gst.
- Sales staff for the duration of Popsicle
- Opening night costs including security staff, drinks, music etc
- The installation and display of all product and designs (including, racks, hangers, signage etc)
- Popsicle website featuring an image, bio and contact details of your label
- Printed catalogue featuring an image, bio and contact details of your label
- Printed flyer featuring the name of your label
- Event inclusion in the PFF program
- Xpress full page ads featuring the name of your label
- Media liaison which may lead to articles, editorial, product features etc in press
- Access to venue for you to conduct private showings (available times to be confirmed)
- Public Liability Insurance for venue
- Invites to the VIP event

Important Dates

- 1 August : Application Due
- 6 August: Notification of panel selection
- 8 August: Contract and part payment due
- 13 August: Promotional images and biographies due
- 2 August: Stock delivered to venue
- 3 September: VIP opening night
- 4-14 September: Open for retail 11am - 6pm daily
- 15 September: Stock to be picked up
- 16 September: Sales report generated

Applications must be received no later than 6pm 1st August 2008

Email to: hello@OnWilliam.com.au
Fax to: 08 9328 8693
Post to: The William Street Collective PO Box 89 Northbridge WA 6865



Your Details

label name			
contact name			
postal address			
your website			
phone		mobile	
email			
names of other participating individuals (if applicable)			
are you registered for GST?	Y / N	ABN	

Please describe your business / label

How long have you been in business?

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Price range of products / designs (minimum to maximum);

Current stockists / retailers (if any):

Current Please name any potential stockists/retailers you are interested in forming a relationship with:

Please submit up to 20 images (hardcopy/CD) of your work and any other support material such as bios, past/present 'lookbooks' with your application to assist the selection process. By providing these images you are giving The William Street Collective Inc. the permission to reproduce these images for promotional use if your application is successful.