

TALENTS

TALENTS is a programme committed to the special support, promotion and empowerment of remarkable Swiss fashion talents. TALENTS is dedicated to fashion designers and brands focusing on creation and international development.

The Swiss Fashion Association, SFA, supports Swiss fashion brands with high potential for market success, clear entrepreneurial goals, marketability and high-quality design codes.

To submit to TALENTS, please send us your application dossier (in English) as a PDF. The application dossier should cover the following points listed below (max. 5 pages):

General information

- Name of the brand
- Name of the founder, CEO, creative director
- Link to website
- Year of founding
- Type of enterprise (legal form)
- Name of existing B2B customers (POS)

About your brand

- Brand story
- Brand vision
- Brand mission
- Brand USP
- Brand promise
- Average price points
- Competitors (list up to 3 competitors)

Sales and marketing

- Marketing Strategy
- Sales Strategy: B2B, B2C

Entrepreneurial Goals

- Short term goals: 1-3 years
- Long term goals: 5 years

Specific questions

1. Are you interested in participating in the Swiss Digital Fashion Week (digital B2B showroom)?
2. Are you already represented by an agent or an agency?
3. Do have a PR agency?

Attachments

- CV founder, CEO, creative director
- Brand presentation

Please send your application dossier to camille@swissfashionassociation.ch

Selection procedure and further information

A jury reviews the application and submits the application for admission. The SFA Board will finally decide about your admission.

The selection procedure is conducted in English. The selection of members is based solely on the dossiers submitted. Dossiers can be submitted throughout the year and will be reviewed by the jury twice a year.

Dossiers for participation in 2021 can be submitted until 01.07.2021. The jury meets in July. Applicants will be notified in writing by the end of July at the latest. The deadline for submission for participation in 2022 is 01.11.2021. The jury meets in November. Applicants will be notified in writing by the end of November 2021 at the latest.

Participation fee

CHF 750.00/year.