

## Call for Fashion Promotion Initiative

### Initial situation

The Zurich Silk Association ZSIG and the Swiss Arts Council Pro Helvetia see the great potential of young Swiss fashion designers for both the Swiss and the international market.

Therefore, they are together launching a call for application to support a long-term fashion promotion initiative.

**Have you set yourself the goal of promoting young Swiss fashion talents through professionalisation on the fashion market? Then submit your concept by August 21, 2022!**

The call for applications is aimed at organisations with proven industry expertise and an extensive national and international network: this includes knowledge of the young Swiss scene, its needs and challenges, as well as the international fashion scene and its latest developments. In addition, new concepts and formats with a sustainable and diversity-oriented direction are expected.

Eligible to participate are legal entities based in Switzerland.

### Project goals Switzerland – support area The Zurich Silk Association ZSIG

Development and advancement of a needs-oriented ecosystem for the fashion industry, in particular through:

- National visibility and market presence for emerging talents: Swiss fashion designers up to 7 years after completing their graduation or foundation of the studio;
- Matchmaking activities with potential business partners such as producers, buyers, retailers or investors;
- Professionalisation through targeted promotional measures such as coaching, skills enhancement, matchmaking, stakeholder cooperation.

### Project goals international – support area Swiss Arts Council Pro Helvetia

- International visibility and market presence for emerging talents: Swiss fashion designers up to 7 years after completing their graduation or foundation of the studio;
- Participation in at least two important international B2B-plattforms through flexible and contemporary presence.
- Improvement of international visibility for young fashion designers (PR and communication, industry and sales platforms, etc.)
- Active matchmaking activities between emerging talents and potential partners in the industry (buyers, retailers, producers, etc.).

## Financial commitment

- The commitment of the ZSIG is earmarked for promotional activities within Switzerland, especially Zurich. Annual support of CHF 140,000, evaluation after one year, option to extend for a further two years.
- Pro Helvetia's commitment is earmarked for activities abroad. Annual support of CHF 60,000, evaluation after one year, option to extend for another year.

## Documents to be submitted

1. Project description: Switzerland  
Concept paper for building a national ecosystem for the fashion industry (PDF max. 10 A4 pages).
2. Project description: International  
Concept paper for the international presence through at least 2 international presentations per year (PDF max. 10 A4 pages).
3. Budget and financing plan  
Budget (income and expenditure) and financing plan (own and third-party funding and revenue streams) for the entire funding period (2 or 3 years) and divided into years.
4. Documentation of the applying institution
  - Information about the institution including balance sheet, proof of experience
  - Statutes including organizational regulations and code of conduct
  - Business plan and long-term business strategy

## Call process

- **21 August 2022**, midnight, submission deadline
- **End of August 2022**, Selection committee decision on a shortlist / communication to shortlist candidates
- **27 September 2022**, project presentations of the shortlisted candidates (pitch) followed by a decision (end of October)
- **November 2022**: Service performance agreement
- **January 2023**: earliest start of possible funding

## Service Performance Agreement and Evaluation

- Conclusion of contract: In the event of support, a service performance

agreement will be drawn up with ZSIG and Pro Helvetia separately in which the framework conditions for the year 2023 will be defined.

- After the first year, a joint assessment of the current situation will be carried out as part of an evaluation of the activities in Switzerland and abroad.
- The continuation of the commitment depends on the result of the evaluation, project adjustments can be requested.

### Disclaimer

There is no legal entitlement to funding from ZSIG and/or Pro Helvetia. ZSIG and Pro Helvetia reserve the right to terminate, postpone or otherwise adjust the tender process.

### Applications

Applications may be submitted through the [online form](#) until **21 August, 2022**.

Please do not hesitate to contact us if you have any questions:

Helen Muggli, Pro Helvetia, [hmuggli@prohelvetia.ch](mailto:hmuggli@prohelvetia.ch)

Alexis Schwarzenbach, ZSIG, [alexis.schwarzenbach@zsig.ch](mailto:alexis.schwarzenbach@zsig.ch)

Links to the institutions:

[www.zsig.ch](http://www.zsig.ch)

[www.prohelvetia.ch](http://www.prohelvetia.ch)

[www.designswitzerland.ch](http://www.designswitzerland.ch)