

LUXURY. TECHNOLOGY. CRAFTSMANSHIP.

PLC DETROIT
EST. 1928

THE
CAPRI HOLDINGS
FOUNDATION for the
Advancement of Diversity in Fashion
VERSACE JIMMY CHOO MICHAEL KORS

SUBMISSION BRIEF

Summer 2025



You may choose to submit for any or all of the 4 tracks offered, but you will only be admitted into one track.

SUBMISSION PART I: DESIGN.

Accessories Design

CONTENT REQUIREMENTS:

Submit a PDF presentation of your original **LUXURY accessory design**. Your accessory design should be inspired by a fashion luxury brand and finding a new collaborator in an adjacent industry. This is your chance to show us your thoughts, creative ideas, and drawing abilities.

PAGE 1: INSPO LUXURY BRAND RESEARCH AND NEW LUXURY BRAND.

- **INSPIRATION BRAND RESEARCH:** POPULATE RESEARCH IMAGES OF YOUR INSPO BRAND.
- **FOR LUXURY BRAND:** Create a collaborative collection between a well-known fashion brand or retailer* and a non-fashion brand that distills fashion's influence in external industries.

** The fashion brand retailer or fashion related that you choose must be a fashion accessories, apparel, footwear, home, beauty, or health + wellness brand.*

** The collaboration cannot be with an individual such as a celebrity, influencer, designer or politician. However, the brand can be a name-sake brand e.g., Rachel Zoe*

Real Examples: [Teenage Engineering, 2022](#) and [Neuhaus, 2024](#)

PAGE 2: MUSE AND THEME

- **FOR MUSE:** POPULATE IMAGES OF YOUR MUSE AND LOOK INTO THEIR LIFE. Your images should connect to your brand muse and tell a story. i.e. hobbies/ interest, community, influences, style. etc. This should be a look into their lifestyle and motivations.
- **FOR THEME:** 1-2 SENTENCES THAT EXPLAIN THE SUBJECT OR OVERALL CONCEPT OF YOUR DESIGN BETWEEN TWO CHOSEN BRANDS (fashion brand and non-fashion collaborator)

PAGE 3: POPULATE INSPIRATION IMAGES THAT SUPPORT YOUR DESIGN.

PAGE 4: POPULATE IDEATION PROCESS - You should draw 4-6 rough concepts. These drawings can be black and white sketches. You may use color 'IF' ; it helps show a detail or a function in the design. Remember to call out any key details that make the accessories perform better while still staying true to **LUXURY**.

PAGE 5: FINAL DESIGN RENDER - This should be done by hand and fully colored.

FORMAT REQUIREMENTS:

DO SUBMIT A PDF PRESENTATION.

DO PUT YOUR FIRST NAME, LAST NAME, LOCATION, AND ACADEMIC STATUS IN THE BOTTOM RIGHT CORNER OF PAGE 1.

DO SAVE YOUR FILE AS LASTNAME_FIRSTNAME_DESIGNDISCIPLINE

DO NOT SUBMIT PDF PAGES AND IMAGES UPSIDE DOWN, SIDEWAYS, OR FACING THE WRONG WAY.

SUBMISSION PART I: DESIGN.

Apparel Design

CONTENT REQUIREMENTS:

Submit a PDF presentation of your original **LUXURY** apparel design.

Your apparel design should be inspired by a fashion luxury and finding a new collaborator in an adjacent industry. This is your chance to show us your thoughts, creative ideas, and drawing abilities.

PAGE 1: INSPO LUXURY BRAND RESEARCH AND NEW LUXURY BRAND.

- **INSPIRATION BRAND RESEARCH:** POPULATE RESEARCH IMAGES OF YOUR INSPO BRAND.
- **FOR LUXURY BRAND:** Create a collaborative collection between a well-known fashion brand or retailer* and a non-fashion brand that distills fashion's influence in external industries.

** The fashion brand retailer or fashion related that you choose must be a fashion accessories, apparel, footwear, home, beauty, or health + wellness brand.*

** The collaboration cannot be with an individual such as a celebrity, influencer, designer or politician. However, the brand can be a name-sake brand e.g., Rachel Zoe*

Real Examples: [Teenage Engineering, 2022](#) and [Neuhaus, 2024](#)

PAGE 2: MUSE AND THEME

- **FOR MUSE:** POPULATE IMAGES OF YOUR MUSE AND LOOK INTO THEIR LIFE. Your images should connect to your brand muse and tell a story. i.e. hobbies/ interest, community, influences, style. etc. This should be a look into their lifestyle and motivations.
- **FOR THEME:** 1-2 SENTENCES THAT EXPLAIN THE SUBJECT OR OVERALL CONCEPT OF YOUR DESIGN. BETWEEN TWO CHOSEN BRANDS (fashion brand and non-fashion collaborator)

PAGE 4: POPULATE IDEATION PROCESS - You should draw 4-6 rough concepts. These drawings can be black and white sketches. You may use color 'IF' ; it helps show a detail or a function in the design. Remember to call out any key details that make the apparel perform better while still staying true to **LUXURY**.

PAGE 5: FINAL DESIGN RENDER - This should be done by hand and fully colored.

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SUBMISSION PART I: DESIGN.

Footwear Design

CONTENT REQUIREMENTS:

Submit a PDF presentation of your original **LUXURY** footwear design.

Your footwear design should be inspired by a fashion luxury brand and finding a new collaborator in an adjacent industry. This is your chance to show us your thoughts, creative ideas, and drawing abilities.

PAGE 1: INSPO LUXURY BRAND RESEARCH AND NEW LUXURY BRAND.

- **INSPIRATION BRAND RESEARCH:** POPULATE RESEARCH IMAGES OF YOUR INSPO BRAND - Jimmy Choo, Versace, or Michael Kors.
- **FOR LUXURY BRAND:** Create a collaborative collection between a well-known fashion brand or retailer* and a non-fashion brand that distills fashion's influence in external industries.

** The fashion brand retailer or fashion related that you choose must be a fashion accessories, apparel, footwear, home, beauty, or health + wellness brand.*

** The collaboration cannot be with an individual such as a celebrity, influencer, designer or politician. However, the brand can be a name-sake brand e.g., Rachel Zoe*

Real Examples: [Teenage Engineering, 2022](#) and [Neuhaus, 2024](#)

PAGE 2: MUSE AND THEME

- **FOR MUSE:** POPULATE IMAGES OF YOUR MUSE AND LOOK INTO THEIR LIFE. Your images should connect to your brand muse and tell a story. i.e. hobbies/ interest, community, influences, style. etc. This should be a look into their lifestyle and motivations.
- **FOR THEME:** 1-2 SENTENCES THAT EXPLAIN THE SUBJECT OR OVERALL CONCEPT OF YOUR DESIGN BETWEEN TWO CHOSEN BRANDS (fashion brand and non-fashion collaborator)

PAGE 4: POPULATE IDEATION PROCESS - You should draw 4-6 rough concepts. These drawings can be black and white sketches. You may use color '1F' ; it helps show a detail or a function in the design. Remember to call out any key details that make the shoe perform better while still staying true to **LUXURY**.

PAGE 5: FINAL DESIGN RENDER - This should be done by hand and fully colored.

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SUBMISSION PART I: DESIGN.

Marketing Design

CONTENT REQUIREMENTS:

Submit a PDF presentation of your creative marketing plan inspired by a **LUXURY brand in collaboration with an existing industry adjacent brand to create a collaboration.** This is your chance to show us your thoughts, creative ideas, and marketing strategies.

PAGE 1: INSPO LUXURY BRAND RESEARCH + NEW LUXURY BRAND.

- **INSPIRATION BRAND RESEARCH:** POPULATE RESEARCH IMAGES OF YOUR INSPO BRAND
- **FOR NEW LUXURY BRAND:** Establish marketing plan centered around cross-industry collaboration to engage the marketing funnel to create a lifetime customer value. You will explore how fashion brands* can partner with external companies such as music, gaming, fil, automotive, air, restaurants, hotels, postal delivery. And explore the collaboration between these two businesses.

Real Example: [\(Smith 2023\)](#), [LVMH 2024](#)

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** The collaboration cannot be with an individual such as a celebrity, influencer, designer or politician. However, the brand can be a name-sake brand e.g., Rachel Zoe*

PAGE 2: MUSE

- **FOR MUSE:** POPULATE IMAGES OF YOUR MUSE AND LOOK INTO THEIR LIFE. Your images should connect to your brand muse and tell a story. i.e. hobbies/interest, community, influences, style. etc. A look into their lifestyle and motivations.

PAGE 3: PLAN 1

- **FOR PLAN 1:** DESCRIBE YOUR IDEAS ON BRANDING AND MARKETING PLAN TWO CHOSEN BRANDS (fashion brand and non-fashion collaborator)

PAGE 4: PLAN 2

- **FOR PLAN 2:** DESCRIBE YOUR IDEAS ON ADVERTISING CAMPAIGN AND SALES STRATEGY ON PURPOSE FOR COLLABORATION ALIGNED WITH GOALS. OUTLINE OBJECTIVES ACHIEVED THROUGH COLLABORATION

FORMAT REQUIREMENTS:

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SUBMISSION PART II: VIDEO.

CONTENT REQUIREMENTS:

Once you submit your design(s), please submit a 1-minute video answering the following:

1. Please introduce yourself to the admissions committee.
2. What path are you pursuing, and why did you apply to PLC?

TIPS FOR RECORDING AND SUBMITTING HIGHER-QUALITY VIDEOS:

SETTING your phone to record in the highest quality (1080p or 4K)

FILMING horizontally, aka landscape. Ensure you are facing the camera directly. This will enhance the quality of the image or video. This will enhance the quality of the image or video. Do not use motion graphics, videos, animations, or filters.

AUDIO: Speak clearly. Use a good quality microphone. If you're using a smartphone, you can also try adding an external microphone. Record in a quiet place with minimal distractions and avoid echo. Position yourself close enough to the microphone to get a clear signal, but not too close.

MINIMIZE background noise and distractions, such as fans, air conditioners, or anything that will distract and take away from your video.

LIGHT your face by facing a window or adding a light off to an angle.

SAVE and backup footage using Google Photos, Dropbox, or iCloud. It's best to have multiple backups saved.

LOOK UP past Pensole submissions and see what a good video looks like.

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