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Dear Designer,

Thank-you for making contact with the Young Designers Emporium!

All of us at YDE are passionate about our business and our fabulously talented team of Designers that are currently part of the YDE team, but, we are always hungry to hear from the rest of the talented Designers out there who wish to be part of the YDE family too. We would love to hear from you, meet you in person, have a chat and view your fabulous merchandise! Before we can do this though, there is a little bit of serious stuff which we need you to do first.

We need you to:

- Read the brief overview about our **'Rising Talent'** initiative (this is only if you wish to supply a clothing label to YDE)
- Read the general overview of our business model and what we require from a new Designer who wishes to apply for space within our stores (this is if you wish to supply clothing, accessories, bags, footwear or jewellery to YDE)
- Read over the general questions (plus the handy tips) which we may ask you should you be granted an interview
- Complete our Application Form (sections A - F) and email it to **Annick at designers@yde.co.za**
- Email **7/8 frontal photographs** [the file may not be larger than 10mb in total] of the type of merchandise which you would like to supply to YDE, along with your completed Application Form. Should you wish to submit photographs of clothing, please ensure that you send us a good representation of photographs across tops & bottoms, i.e. ladieswear - skirts, tops, blouses and bottoms. Please do not email pictures of storyboards, collages, drawings or sketches with your completed Application Form as these will not be considered at this stage - we need to see photographs of finished merchandise. You are welcome, however, to bring along any of the above documentation to your interview to support your range.

Before I give you a brief overview of our business model and what we require from every new Designer, I would like to take this opportunity to explain our exciting 'Rising Talent' initiative (this is, unfortunately, limited to clothing Designers only).

About our Rising Talent initiative:

- Any new ladies or men's wear Designer wishing to join YDE, would initially be allocated space within the **Rising Talent** area of our stores (Rising Talent is situated in the front section of the store) and the Designers space and store allocation would depend on where and when space is available.
- The Designer would not be charged a monthly display fee for their post or rail, as would a Designer on a normal rail; however, they would be charged a monthly commission percentage of their sales turnover.
- The number of units of merchandise that a Designer would need to display on their post or rail would be considerably smaller than that of a standard rail in our store.
- The Designer would not be required to provide signage for their post or rail, as all Rising Talent signage would be provided by YDE.
- Should a Designer perform well over a period of time (more or less a season), then we would advance the Designer onto standard rails within our stores.

..... Back to a general overview of how we work, the do's and don'ts and what we expect from new Designers:

- Your designer label and range of merchandise, whether it is clothing, footwear, jewellery, home ware, bags or accessories, must be exclusive to YDE.
- Upon being accepted into YDE, it is imperative that the designer has his/her label or brand name registered as a trademark immediately. Should we discover that this has not been done and that the label is in fact already registered in South Africa, we can either ask you to withdraw your label / brand from YDE completely or change the label / brand name of your range in YDE with immediate effect. If this is the case, all costs incurred would be for your account.
- All clothing must be manufactured in *South Africa only, however, footwear, jewellery, home ware, bags and accessories may be imported.
* Certain categories of clothing may be imported only.
- YDE head office does not employ buyers who purchase merchandise from Designers for our stores. All Designers' merchandise is supplied by the Designer to YDE on a consignment stock basis only and Designers are remunerated for their total sales at the end of each trading calendar month.
- Should we find your merchandise to be suitable for both our stores and our customers, then YDE would allocate a new Designer a minimum of two stores to start off with. New Designers may not select which stores they would like to stock, as this decision is made internally and is dependant on where and when space is available.

- Designers are charged a fixed rate of commission, as well as a monthly display fee (the display fee differs from store to store and does not apply to Rising Talent clothing Designers). These costs are reflected on the Designer's month-end statement and are deducted from the Designers' total sales turnover for the month. No display fee, rentals or commission percentage shall be discussed with any new Designer at this stage; however, this may be discussed with the Designer during the interview process.
- It is not necessary for a Designer to be VAT registered before applying for space within YDE, however, should a Designer wish to register for VAT, this would be at their discretion.
- YDE has no involvement or participation in the manufacturing process of Designers merchandise whatsoever; therefore, Designers would need to establish their own relationships and contacts with reputable manufacturers, importers, fabric suppliers and cmt factories, in order to facilitate the manufacturing of their merchandise.
- YDE has specific in-house computer programmes, which are made available to all new Designers. This assists them with accurate stock control and allows them to monitor their daily, monthly or yearly sales figures. Designers are, therefore, able to monitor their stock closely at all times and are able to keep track of stock movements, in all stores on a daily basis.
- YDE head office will provide the necessary computer training to all new Designers and or their assistants on how to go about accessing the YDE sales systems and how to access the YDE Portal. It is highly imperative that either the Designer or their assistant be computer literate, as this is a fundamental requirement of being selected as a Designer for YDE.
- Please be advised that once you are accepted as a Designer in YDE, it is of the utmost importance that you manage your YDE business as you would your own business. This means that you are required to access your sales figures on a daily basis to ensure that you are able to manufacture or supply enough stock to replenish all stores, within an extremely short period of time, therefore, ensuring a quick turnaround or reaction time.

Interviews can be nail biting stuff, but they needn't be! Our interview panel consists of approximately 5 friendly people, who will be eagerly waiting to meet and chat with you and to view your fantastic merchandise. The key to a successful interview is to do adequate groundwork and preparation beforehand and that is why we have put together some general questions that we are likely to ask you during your interview (you will find most of these questions within the Application Form), plus some handy tips to help you along:

- **Your Business Partner**

We will ask you whether you work individually or with a business partner. If you have a business partner, we will ask you whether you both work from the same business premises or whether you reside in different provinces, etc. If your business partner(s) reside in a different province, we will ask you how you will co-ordinate the different aspects of the business, i.e. design & admin.

TIP: Ensure that you and your business partner(s) have discussed and agreed who will be overseeing the different aspects of the business, i.e. who will be responsible for the design aspect and who will be responsible for admin. Ensure that you have thought about this before your interview takes place

- **Your Fabrics**
 We will ask you some general questions surrounding your fabric source, i.e. whether your fabric is imported or sourced locally.
TIP: Source your fabric suppliers before attending the interview and keep their details handy. We need to feel comfortable that you have healthy relationships with the necessary fabric suppliers
- **Your Finance**
 We need to feel comfortable that you have sufficient capital backing in order to purchase fabrics, pay suppliers and supply stock to YDE. We may ask you questions surrounding this, just for our peace of mind.
TIP: Have an adequate and reliable source of finance in place before attending the interview
- **Your Label / Brand Name & Registration**
 Please give some thought to some possible label or brand names (what you would call your range in YDE), prior to the interview. We will ask you what you intend calling your range and the inspiration behind the name(s) that you have chosen. It is imperative that once you have decided upon your label / brand name & YDE approves the label / brand name, that you register this name immediately to prevent another individual / company from doing so in future. The label / brand name will then be yours!
TIP: Ensure that your range or label name is an excellent representation of your brand.
NB! Ensure that your proposed label / brand name has not been registered by someone else already and if not, ensure that you register it!
- **Your Pricing**
 Please give some thought as to the actual retail selling price of your merchandise, as we are likely to ask you about this during the interview.
TIP: Have your pricing handy and be prepared to validate this
- **Your Sample Range**
 Remember that you will be presenting a range especially designed with YDE in mind. You need to impress us!
 We will ask you where the inspiration for your range came from. We will ask you why you believe your range would likely to be a success in YDE. We will also ask you to show us how you would co-ordinate your rail using the sample range which you have brought along to show us.
TIP: Bring in a range that you would place on your rail if you were a Designer in YDE. Please co-ordinate your merchandise as if you were putting your range onto your very own rail in our store. Ensure that when you bring in your range, there is sufficient representation of tops, bottoms & dresses (we need to see that you are capable of designing a comprehensive range).
NB! Don't bring any merchandise that you have supplied to any other retailer(s), as YDE's target market may be completely different to that of other retailer(s). We specifically want to see what your interpretation of the YDE customer is and what you think our customers are looking for.

- **Your Suppliers**
We will ask you which retailers you currently supply and which label you supply to them. As you know, any range that you would like to supply to YDE would need to be exclusive to YDE only.
TIP: Have this info handy and find out beforehand what your notice period is with your other suppliers, in case we may ask you.
- **Your Working Experience**
We will chat to you in general about what you are currently doing and why you wish to leave or pursue a career in fashion.
TIP: Impress us!
- **Your Working Premises**
We will ask you where your current work premises are or where you operate your business from.
TIP: Ensure that you have secured business premises before attending an interview.



New Designer Application Form

a) Your Personal Particulars

Title: MEJ / MEV / MISS / MNR / MR / MRS

Initials:

First Names:

Surname:

Gender: FEMALE / MALE

Date of Birth (dd/mm/yy):

Identity No:

Identity Type: NAMIBIAN ID / NON-RSA ID / RSA ID

Residential Address:

City:

Postal Code:

Postal Address:

City:

Postal Code:

b) Why have you chosen YDE?

- 1) What product range do you wish to stock in YDE?
- 2) What is the name of your range or label?
- 3) Describe your range/s:

- 4) Why do you believe that your range would be a success in YDE?

- 5) Explain where the inspiration for your range originated from, i.e. how your range was thought of and what channels you consulted in order to put your range together:

- 6) How do you intend financing your range or label in YDE?

c) Tell Us about Yourself

Do you reside in a:	FLAT / HOUSE / OTHER
How many years/months have You lived at your current residence?	
How many years/months did you live at your previous residence?	
Do you own your own home?	YES / NO
Do you have a home loan?	YES / NO
Do you own your own motor vehicle?	YES / NO
Your preferred method of Communication:	EMAIL / POST / TELEPHONE
Home Telephone No:	Code: Number:
Work Telephone No:	Code: Number:
Fax No:	Code: Number:
Mobile No:	
Email Address:	
Marital Status:	DIVORCED / MARRIED / SEPARATED SINGLE / WIDOWED
No. of Dependents:	
Your highest educational qualification:	CERTIFICATE / DEGREE or HIGHER DIPLOMA / MATRIC or BELOW / OTHER
Do you have any tertiary education?	YES / NO
If so, which institution(s) did you attend?	
Subjects that you studied:	
Did you receive any Certificates, Degree's or Diploma's?	YES / NO
If so, what are they?	
Have you earned any achievements? If so, what are they?	

d) Tell Us about Your Business

How long have you been a designer?

Have you had any experience in manufacturing?

Where did you work previously?

How long were your employed?

What year did you leave?

The reason(s) you left:

Do you currently supply merchandise to other retailers? YES / NO

If so, which retailers do you supply?

- 1)
- 2)
- 3)
- 4)

How long have you supplied these retailers?

- 1)
- 2)
- 3)
- 4)

What range/label do you supply to these retailers?

- 1)
- 2)
- 3)
- 4)

Please provide us with a minimum of three references (preferably business related) for our records:

1) Name of Company:
Name of Individual:
Capacity of Individual:
Contact No's:

2) Name of Company:
Name of Individual:
Capacity of Individual:
Contact No's:

- 3) Name of Company:
Name of Individual:
Capacity of Individual:
Contact No's:

Where do you operate your business from?

Do you rent / own your business premises?

RENT / OWN

How many staff members do you currently employ?

How long have you been in business?

Do you work individually or do you have a business partner(s)?

If you have a business partner(s), how long have you been in partnership?

Please provide us with details of your business partner(s) for reference purposes:

* (you need not complete this question if you do not have a business partner)

- 1) Name:
Contact No:
- 2) Name:
Contact No:
- 3) Name:
Contact No:

e) Credit Check

When assessing my Young Designers Emporium New Designer Application Form, Young Designers Emporium (Pty) Ltd may request a bureau score on my record held at one or more registered credit bureaus. Young Designers Emporium (Pty) Ltd will also be entitled to obtain credit related information about me at any time, place or form and from any source, and may share this information with any credit bureau without further notice to myself. Young Designers Emporium (Pty) Ltd may verify such information and make any enquiries it may consider necessary.

SIGNATURE:

DATE:

f) Confirmation

I confirm that all the details which I have supplied are true and correct. I have read and I agree to abide by the requirements expected of me by Young Designers Emporium (Pty) Ltd.

SIGNATURE:

DATE: