MEDIA KIT

FBR

FASHION BRAND BUILDING | FBR RESIDENCY | FACILITATOR

Where emerging designers meet the next generation of fashion marketing professionals – live, in production, on record.

3 DESIGNERS IN RESIDENCE

10+ STUDENT CREATIVES PER COHORT

100% REAL-WORLD DELIVERABLES

4+ COHORT CYCLES COMPLETED

INSIDE PACKET

TABLE OF CONTENTS

01 PROGRAM OVERVIEW — Mission, audience profile and the case for partnership

02 STUDENT OUTCOMES — Internships, jobs, and industry-positioned alumni residency

03 PROGRAM CALENDAR — Season milestones, shoot dates, and launch activities

04 PROGRAM ASSETS — Lookbooks, line sheets, media kit, photoshoots, and more

05 SPONSORSHIP — Partnership tiers, visibility, and co-creation opportunities

06 MEDIA OPPORTUNITIES — Editorial, digital and event coverage opportunity

07 DESIGNERS IN RESIDENCE — Meet three designers who have anchored the program

08 COLLABORATORS — For photographers, stylists, MUA's, hair and creative directors

09 CONTACT — Program facilitator / Blanche Macdonald Fashion Arts Faculty, by inquiries

FASHION COLLECTION IN FULL PRODUCTION

The fashion Brand Building (FBR) Residency is an experiential learning fashion marketing course supplemented with a year-long Blanche Macdonald Centre – a semi-commercial production facility where students design, produce, and market collections alongside professionals in training. Students hold a complete brand ecosystem: lookbook, line sheet, catalogue, photoshoot, and assets. Everything is real. Every deliverable ships.

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WHO THIS PROGRAM SERVES BEST

100%	Fashion Marketing Course Students
10%	Independent Designer (per semester)
5%	Creative Collaborators per shoot
3%	Business-to-Industry Impact Model

THE WORK DOESN'T STOP AT THE RUNWAY

"Post-runway is where most emerging designers go quiet. Fashion Brand Building (FBR) Residency is where they get the team, the strategy, and the assets to go loud."

— SELENA GRUMMETT, FBR RESIDENCY FACILITATOR

The hardest moment isn't the collection – it's what comes after.

FBR Residency gives emerging fashion designers the team, the strategy, creative production, and marketing infrastructure to make sure the work doesn't stop at the runway. Led by Fashion Marketing course students, the hardest thing to build isn't knowledge – it's proof of it.

Real campaigns, real assets, and a portfolio built on work that actually shipped – both sides of the equation, delivered.

WHO YOU'LL ACTUALLY AT THE START OF EACH COMMUNICATION

FBR RESIDENCY PROGRAM	FBR Residency Program – The academic engine producing brand assets, strategic materials, and market-ready collections – the five-week in a short-run production.
DESIGNERS IN RESIDENCY	Independent fashion design graduates who receive fully produced media kits, lookbooks, and campaign assets – powered by student creative teams and faculty strategy.
CREATIVE COLLABORATORS	Photographers, stylists, makeup artists, and hair professionals who contribute to live productions and build their own editorial portfolios.
INDUSTRY & MEDIA	PR targets, buyers, press, and media outlets who receive published pitches and professional deliverables produced by the program cohort.
CONSUMER & MARKET	End audiences who discover emerging designers through the campaigns, lookbooks, and social content generated by FBR Residency cohorts.

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PROGRAM ASSETS

What We Produce

Every FBR Residency cohort produces a complete, professional brand asset suite for each designer in residence. These assets are used in real-world marketing campaigns, pitch decks, and portfolios, distributed through owned and earned channels, and curated by students into their careers.

LOOKBOOK

A full editorial lookbook per designer, art directed by students, shot on location with professional photographers, and designed to publication standards.

PRINT-READY PDF
SOCIAL CUTS

LINE SHEET

Professional wholesale line sheets developed for each collection, formatted for buyer meetings, trade shows, and retail pitches.

BUYER FACING
DIGITAL PDF

PORTFOLIO

Targeted press pitches crafted for fashion editors, bloggers, and journalists – complete with story angles, supporting assets, and press-release formatting.

NEWSLETTER
PRESS READY

PHOTOSHOOT

A fully produced, on-location or studio photoshoot coordinated by students, with talent booked and photographed with industry ready.

IMAGERY
STYLED SHOOT

MEDIA KIT

A comprehensive media kit for each designer, including brand story, key messaging, supporting assets, and sponsorship/podcast pitch materials.

BRAND GUIDE
PRESS ASSETS

SOCIAL CONTENT

Platform-optimized content: Instagram grids, Reels, and Stories, TikTok-ready cuts, and short-form or simplify the designer's digital presence.

INSTAGRAM
LINKEDIN

FACILITATOR PROFILE

The Designers Who've Come Home

Three Blanche Macdonald alumni were selected for their creative vision, industry potential, and alignment with the fashion marketing course's experiential learning mission – each fashion marketing course cohort delivers a complete brand activation as their final project.

01

Carolina Bolaño
CURATOR, EDITOR

Carolina Bolaño is known for her refined, feminine aesthetic that blends heritage craftsmanship and contemporary elegance. Through her namesake label, she creates thoughtfully designed collections rooted in Latin American artistry, craftsmanship and connection, while building a community around intentional fashion and meaningful experiences. Drawn to Blanche Macdonald for the opportunity to work with industry-active partners with fashion marketing course students and creatives to further develop her brand, she sees the program as a strategic and creative space to build momentum into long-term brand growth.

LOOKBOOK · RUNWAY & EDITORIAL
WHOLESALE LINE SHEET
CAMPAIGN PHOTOSHOOT
SOCIAL CONTENT SUITE

→ VIEW THE MEDIA KIT

02

Sujitha Shivapathi
INNOVATOR

Sujitha Shivapathi is a Vancouver based designer who work explores blending culture, and contemporary craftsmanship through thoughtful silhouettes and detail-driven design. Her aesthetic blends structure and softness, with a focus on storytelling, creating garments that feel expressive, intentional, and emotionally connected to the wearer. Drawn to the FBR Residency, she saw the program as an opportunity to refine her brand presence and expand her marketing assets while collaborating with students who share her ambitions through creative, commercial and photoshoot experiences.

LOOKBOOK · EDITORIAL
WHOLESALE LINE SHEET
CAMPAIGN PHOTOSHOOT
SOCIAL CONTENT

→ VIEW THE MEDIA KIT

03

Lalla Aouinati
MAKERS

END DNA doesn't do apologies. Founded by Lalla Aouinati, the brand was built around a single trait: women are powerful, and they get what they want. Designed to be worn in motion, the collection leans into unapologetic – quiet pieces in the label's arsenal is a statement. Lalla brought the Annual Nocturne collection into the Residency to build a complete brand ecosystem: lookbook, brand guide, campaign assets, and an industry-facing media kit, developed with the team. The collection had already proven demand before the collection itself was still being born.

LOOKBOOK · EDITORIAL
WHOLESALE LINE SHEET
CAMPAIGN PHOTOSHOOT
SOCIAL CONTENT

→ VIEW THE MEDIA KIT

PROGRAM OVERVIEW

The Model is in the Portfolio

FBR Residency students don't just graduate – they launch. The program's employers and alumni data shows a pipeline from classroom to industry, with creatives measurable post-graduation momentum.

REAL-INDUSTRY EXPERIENCE	TARGETED ASSET OUTPUTS	INTERNSHIP-READY PORTFOLIOS	PROFESSIONAL NETWORK ACCESS
Students work directly with employing designers on live creative collaborations, brand activations, and production.	Every student graduates with a complete, professional portfolio.	Residency participants leave with internship-ready portfolios and a highly presentable body of work from their participating peers.	Relationships formed during the residency with photographers, stylists, and creative directors become industry professional ties.

PROGRAM ASSETS

Invest in What Comes Next

Partner with FBR Residency to access an emerging generation of fashion marketing talent aligned with education-focused values, and gain visibility across campus, in industry-facing events, and industry networks. Volunteer tiers are designed for brands that want to support creative service providers who want authentic positioning within fashion's next wave.

COHORT AFFILIATE PARTNER

Volunteer Tier:

Cohort Lead
Fashion Stylist

Cohort Lead Hair Stylist

Cohort Lead
Makeup Artist

COHORT PHOTOSHOOT PARTNER

Volunteer Tier:

Cohort Lead
Content Creator

Cohort Lead
Photographer

Cohort Lead
Videographer

INDUSTRY PANEL PARTNER

Volunteer Tier:

Cohort Industry Panel:

Fashion Retailer
Wholesale Agency
Brand Owner
Publication Editor
Market Consultant
Public Relations Rep

CREATIVE COLLABORATORS

Beyond the Line

FBR welcomes the creative ecosystem around the program – photographers, stylists, and specific production roles that make the brand assets real. Each role below is a direct contribution to the program's deliverables, not a generic volunteer position. Pick the role that matches what you actually do.

IN-KIND	Makeup Product for Photoshoot Hair Product for Photoshoot
EDUCATIONAL	Public Speaking Workshop In class meet & greet
RECRUITMENT	Media Kit Live Pitch Day Access Career Networking Event

Your Work, our Platform

FBR Residency is built on creative community. We actively seek photographers, videographers, fashion stylists, makeup artists, hair professionals, and other creative talent to collaborate on fully produced campaigns – gaining editorial credits, portfolio pieces, and a direct pipeline to student and emerging designer networks.

July & Sept 2025 FBR Residency (Vancouver) photoshoot cohorts are proudly sponsored by: Yvonne Hanson Photography

Photographers

Cohort leads, photographers, and production support. Capture lookbook, campaign, and photoshoot deliverables, and your editorial work while supporting emerging fashion designers.

- Full photoshoot credit in lookbook & media kit
- Image rights negotiated per project
- Student-screening support pre & post shoot
- Portfolio-ready final assets provided

Fashion Stylists

Work directly with each designer's collection to build cohesive editorial looks for lookbook, photoshoot, and pitching, and production. Open to experienced – pro, focus on the creative.

- Full styling credit across all assets
- Direct access to designer collections
- Social tagging and promotion
- Opportunity to mentor student cohort

Makeup Artists

Cohort lead, shot complement each designer's aesthetic – from editorial look to glam commercial beauty. Your work appears in lookbook, campaign stills, social, and trade.

- Credit in all published materials
- Cross-promotion on program channels
- Portfolio-quality campaign imagery
- Access to emerging designer community

Hair Stylists

From runway-ready sets to relaxed beauty narratives, lead or support hair stylist for photoshoot. Work alongside makeup artists and stylists to build a fully produced lookbook.

- Full credit in lookbook & media kit
- Social content tagging and sharing
- Mentoring collaboration opportunities
- Network access to regional fashion community

PROGRAM CALENDAR

Semester Milestones

Each FBR Residency cohort runs on a structured semester timeline, culminating in a live showcase and full asset delivery. Below is the standard program cadence – specific dates vary by cohort.

MONTH ONE

ORIENTATION & DESIGNER ONBOARDING
Students and designer in residence meet. Brand discovery sessions, creative brief development, and cohort role assignments. Sponsorship and collaborator outreach begins.

STRATEGY & CREATIVE DIRECTION
Brand strategy finalized. Line sheet development. Media pitch angles identified. Photoshoot concept and mood board developed. Collaborator team confirmed.

MONTH TWO

PRODUCTION / PHOTOSHOOT
Campaign photoshoot at Blanche Macdonald Atelier – executed with full creative team: photographer, stylists, MUA, hair professional. Students manage set logistics and BTS content capture.

MONTH THREE

POST-PRODUCTION & ASSET BUILDING
Image selection and retouching. Lookbook design. Line sheet finalization. Digital assets and social content suite development.

FINAL DELIVERY & SHOWCASE
All deliverables submitted to designer. Public showcase event. Student portfolio presentations. Sponsor recognition and partner celebration.

MEDIA OPPORTUNITIES

Coverage Channels & Press Pathways

FBR Residency generates multi-platform media across the program lifecycle — from pre-production announcements to post-showcase press distribution. These are the channels where partners, collaborators, and supporters gain visibility.

Instagram, artbp.residency

PROGRAM SCHOOL CHANNELS

BTS content, photoshoot previews, student spotlights, and designer features published across Instagram throughout the program.

PRESS & MEDIA OUTREACH

Student-crafted media pitches are distributed to fashion editors, local and regional press, and online publications as a core program deliverable — generating real earned media for each designer.

END-OF-SEMESTER SHOWCASE

A live event celebrating the designer, the student cohort, and the full suite of deliverables. Open to press, industry guests, sponsors, and the creative community. The event is the moment – documented, photographed, and shared across all channels.

FEBRUARY – MAY 2026 STATS

46k	10%	5.4k	100%
INSTAGRAM VIEWS	MONTHLY ENGAGEMENT	ACCOUNTS REACHED	PARTNER SATISFACTION

Built in Public

FBR Residency – Fashion Brand Building – documents the process, the production, and the people behind each campaign. Transparency and visibility is built into every cohort. Partners can follow, support, or participate in the metamorphosis, and journey.

Partner Spotlight

Partner brand tagged in campaign imagery and lookbook reveals. Stories program days channels.

Behind the Scenes

Dedicated social feature on each designer in residence – shareable across partner and sponsor channels.

Weekly Updates

Behind the scenes documentation featuring collaborators, products, and partner brands used on set.

Live Updates

Live event coverage published across all channels, with partner / artists recognition prominently featured.

PROGRAM CONTACT

Let's Talk

Selena Grummett

Fashion Brand Building Residency Facilitator & Fashion Marketing Instructor
Blanche Macdonald Centre

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Thank You

FASHION EDUCATION · INDUSTRY IMPACT · REAL DELIVERABLES

© 2026 artbp.ca | For Sales Contact Selena Grummett | Brand Produced by FBR Residency (Vancouver) | Program details subject to cohort constraints and resources

Program Hub: Return to Marketing Hub Center | Apply for the Residency