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## **Bellissima Fashions**

Bellissima is a local fashion retailer that grew from a single location with just four employees to 12 locations across Western Canada. In 2021, Bellissima celebrated 40 years in business, a significant milestone that could only be achieved with the support of the local communities in Alberta, Saskatchewan, Manitoba, and Kelowna.



## **Fashion Connects Mission**

The Designer Series was born out of a love for community and a passion for supporting local artisans, designers, entrepreneurs, and creators to gain momentum within a crowded market. Our extensive footprint across Western Canada can help accelerate a brand's success and ultimately achieve sustainability for the designer and creator.

## **The Opportunity**

Bellissima relaunched their brand in 2021, pivoting away from formal attire to more accessible, fashion forward clothing and lifestyle brand, with a commitment to quality, sustainability, and community.

Artisans, designers, and creators are invited to pitch their product lines to Bellissima's buying, marketing and sales team. If successful, Bellissima will commit to featuring their product across Bellissima's extensive network and support their success through collective marketing efforts

***Questions? Reach out to [info@bellissimafashions.com](mailto:info@bellissimafashions.com)***



## The Details

The call for applications for Spring, 2022 Collection runs from November 1-30 2021, with final decisions being announced in January 2022. All applications will be reviewed by a panel of buyers, marketers and seasoned sales professionals.

This opportunity is only open to local artisans, designers and creators who reside within the communities of Alberta, Kelowna, Saskatoon and Manitoba.

The product must be either designed or produced within those communities.



### Selection Criteria Include the Following:

#### Local

We are committed to supporting the creative communities in AB, SK, MB and Kelowna. Products must be locally made or designed.

#### Quality

Your product should reflect the highest standard and differentiated from others in the same category. This includes the product, the packaging and label.

#### Timeless

We do not believe in fast fashion or novelty items. Our collection is timeless, enduring with a bit of whimsy.

#### The Story

We are passionate storytellers and we believe that every brand represents a journey. We want to hear yours.

#### Pricing

The price range of your product should be in line with similar offerings in Bellissima product lines. Prices must reflect the market context while remaining accessible for customers.

#### One of a Kind

We are consummate curators. Our customers trust us to find the unique, the special, the one of a kind. Tell us what makes you unique.

