

15 YEARS

49 SHOWS

332 DESIGNERS

25 COUNTRIES

DESIGNERS DECK

#bkstyle #fwbk

BK STYLE / FASHION WEEK BROOKLYN
BRIDGING FASHION & COMMUNITY
A BROOKLYN ECO-SYSTEM

fw BK FASHION WEEK
BROOKLYN

BK style
FOUNDATION



WHO WE ARE

Fashion Week Brooklyn (FWBK) is a bi-annual exhibition of national and international fashion designers founded by the BKStyle Foundation (BKStyle), a 501c(3) non-profit organization. Named the No. 5 International Fashion Event by Fashionado in 2015, event attendees include a wide range of socially- conscious creatives coming together in the Borough of Brooklyn.

BK Style Foundation (BKISF) also lends a voice to social causes like human rights and civil liberties, HIV/AIDS awareness, poverty and community development by partnering with organizations like Denim Day NYC, which raises awareness for sexual assault and domestic violence, the Art in Motion Show, Beauty for Freedom, the Soles4Souls Foundation, MTV's Staying Alive Foundation and Global Fashion Exchange, makes an impact through innovative clothing swap events, curated talks and cultural activations around the world

GENERAL INFO

Each designer wishing to participate must submit a pre-qualification application. Upon approval, FWBK will send the designer a welcome package. Each Designer must agree to abide by the rules and regulations of FWBK.

- FWBK presents collections from apparel brands on the runway or fashion presentation/installation
- Third-party and individual sponsors are not allowed thru FWBK, designers can opt to have a sponsor for their showcase at FWBK with no affiliation to FWBK (All FWBK Official sponsorship must be approved by FWBK Marketing Director)
- Runway shows are organized into 3 to 4 days during the week of FWBK each season, designers showcase is a back-to-back runway showcase or presentation from approximately 6-8 designers on each day (mostly evening showcase)
- Each designer can have their own Hair and Make-up (beauty looks) base on their beauty mood board (mood board must be sent to Beauty Coordinator prior to the show). Any elaborate HMU must be approved by the FWBK Director
- Each day of runway show/presentation has the same attendees. FWBK does not re-seat attendees within each designer's show (guest can arrive for a designer's show, but seat will not be held once the first designer of the evening show started, unless it is a A-list celebrity/personality)
- Each designer's runway show is approximately fifteen (5-15) minutes, the show line up is set after the final fitting, and is subject to change the day of show

REGISTRATION PROCESS

DESIGNERS REQUIREMENTS

The designer collections must be ready-to-wear or couture (in any category of Women Men or Genderless, from Luxury, Streetwear to Sustainable Design). All designs must be approved by FWBK Fashion Director; each collection must represent the season of the show (Spring/Summer or Fall/Winter) The designer collection must be ready 10 days in time for the fitting prior to the first day for the show

EVALUATION PROCESS

FWBK will considers all applications for review, the Key factors for design consideration is; Workmanship, Style, Creativity, Technical skills like finishing on each garment, sewing skills and the ability to create and develop fashion forward designs

Each completed online application will be review within 10days of applying, If the application is approved to showcase at FWBK, the applicant will be sent an approval email with final registration instructions, which must be returned within 7 days. Upon final registration and fee submission, the applicant will be send a FWBK Designers Welcome packet, with additional production info and an agreement to be signed

When the applicant registration approval and designer receive the welcome packet, the designer must commit to attend the fitting (each designer must attend their schedule fitting when the day is assigner) one week prior to show. Each designer must submit their Beauty mood board submission to the Beauty coordinator 3-5 days prior to the show date

Each designer guest list must be submitted 5 days prior to their show date

*All designers' activation is subject to FWBK approval

DESIGNERS REGISTRATION

Enquire about the designers registration fee at:
designers@fashionweekbrooklyn.com

Upon the application approval, FWBK will send the designer an invoice to confirm the designer registration for the show (Designers can opt to make a full payment or 50% deposit) – (balance will be due before the designer fitting). The Full payment will immediately secure the designer position in the FWBK season schedule

- FWBK considers all applications for review
- Key factors for design consideration is; Workmanship, Style, Creativity
- Complete online application (candidate will receive automated email that application has been received by our system).
- FWBK approval team will review application and respond within 10days
- If application is approved to show, applicant will be sent an approval email with final registration instructions, which must be returned within 7 days.
- Upon final registration applicant is sent a FWBK Designers welcome packet , with additional event info and an agreement to sign

A beauty team of professional hair, make-up artist, fashion director, fashion stylist, dressers and backstage team will be provided

Event PR, media coordinator will work on the general marketing to include each of the registered designers. FWBK Social media coordinator will share 2-4 post with approved high res image or short video on the FWBK and BK stale page

(each designer is responsible for submitting images and video content)

DESIGNERS RUNWAY/PRESENTATION OUTLINES

Each designer can showcase 10-15 complete looks; each designer can opt to showcase 15-25 complete looks at an additional registration cost.

Designer collection must represent the current FWBK season (Spring/Summer or Fall/Winter) and if possible the theme of the show, if it fit within the designer aesthetics (this is optional).

Designer brand will be included in the event program/online in the designer's schedule page on FWBK website (with a link to designer's website or Instagram page).

FWBK Fashion Director will assign a stylist to work with the designer (each designer can work with their own stylist or creative director) to coordinators a cohesive show for the designer, within the rules of FWBK.

FWBK will assign open call casted model to walk for the designer show (designer can book their own models or agency models, to be approved by the FWBK Creative Director to walk for the designer showcase).

FWBK will invite retailers and buyers (thru FWBK partners), it is the designer's responsibility to invite the retailers and buyers that best suit their brand to their showcase (FWBK is not obligated to share any retailer or buyer info with the designer).

FWBK will send out press/media invitations along with a pre-event press release – FWBK in-house PR and media coordinator will assist designer to invite the press/media from the designer contact list. Designers can add their company info and collection info to the guest seats or in the FWBK gift bags.



IMPORTANT DATES

Designer Application on-line:
20 days prior to show date
(Space is limited, first come first approved until all slot for each day is filled)

Fitting (each designer must attend their schedule fitting)
one week prior to show date

Beauty mood board submission for HMU: 3-5 days prior to the show date

Guest list due date:
5 days before show date

EVERY WEEK IS FASHION WEEK

DESIGNERS ADDITIONAL SUPPORT

BK Style/FWBK is always looking for the best opportunities for designers, taking a custom One-On-One approach, distinct from the runway show, and with greater ongoing exposure for designers across multiple platforms. FWBK will accomplish this by: (additional cost could incur for services)

Leveraging additional financial support from our sponsors/partners to support any designer that align with their marketing campaign

Pitch Editorial (text/photography/video, etc.) coverage to our media partners' to benefit the designers

Offer the opportunity to producer or collaborate on custom Fashion popup/trunk show or meet the designer's event (sample sale) in NYC

Leverage professional photoshoot/editorial (designer 's highlight) for feature in media partners' magazine/newsfeed, along with providing the images for designer to share with their own media contact

Leverage branding/promotions/campaigns and showroom opportunities with branding agencies partners and showroom affiliates, to benefit the designer

Leverage fashion influencers for designer's meet and greet

Opportunity to work with FWBK network of photographers and videographers for lookbook/ Video shoot to profile on the brand/collection or the designer (edited or unedited)

EVENTS STRUCTURE

Events (subject to change)

Open Call
(models, HMU artist, stylist)
Official Press Conference
Young Designers showcase
Designers RTW and Couture
Kids Runway
Wearable Tech
Sustainable Designs
BK Speaks (panel discussion)
Style & Grace (Timeless
Fashion Runway)
Meet the Designers
Genderless Fashion

LOCATION: BROOKLYN

DAY 1

Event 1, Event 2, Event 3
Locations: Brooklyn

DAY 2

Event 1, Event 2, Event 3
Locations: Brooklyn

DAY 3

Event 1, Event 2, Event 3
Locations: Brooklyn

DAY 4

Event 1, Event 2, Event 3
Locations: Brooklyn

DAY 5

Event 1, Event 2, Event 3
Locations: Brooklyn

DAY 6

RUNWAY Designer
Collections Red Carpet and
VIP seating Runway shows

DAY 7

RUNWAY Collections
Red Carpet and VIP seating
Runway shows

DAY 8

RUNWAY Collections
Red Carpet and VIP seating
Runway shows



DESIGNERS FAQ

To register please submit an application on-line or email us the info at:
designers@fashionweekbrooklyn.com

When the designer application is approved to show their collection, the designer/company will receive a welcome package and an agreement to sign

Rules/Regulations will be detailed in designer welcome package, each Designer must agree to abide by the rules and regulations of Fashion Week Brooklyn.

HOW MANY LOOKS?

(See the registration package)
10- 15 looks

REGISTRATION PACKAGE INCLUDES:

Fashion Week Brooklyn will provide the venue for the show along with a production crew; including the beauty team of professional hair, make-up artist, fashion director, fashion stylist, backstage team, models (from our open casting, designer is responsible for booking agency models), PR outreach, Front of House Staff, DJ, lights, sound and security, FWBK will provide food for models and crew.

CAN I HAVE MY OWN TEAM?

- **SHOW POLICY:** Fashion Week Brooklyn Producers and style team will ultimately select all the models and overall hair and makeup looks. Creative input from designers will be considered (to ensure a cohesive show). FWBK WILL BE HAPPY TO INCLUDE DESIGNER'S BACKSTAGE TEAM AS PART OF THE FWBK BACKSTAGE CREW
- All designers must commit to the codes of professional conduct, including, but not limited to: honoring all dates set on your behalf, and attending designer general meetings, fittings and interviews.
- Designers will not be allowed to show if their fitted looks are not ready in its entirety on day of show. This also applies to arriving with more than the agreed number of looks, or unfinished garments.
- All call times for the Fitting and Runway shows must be honored.

CAN I SELECT MY OWN SHOE OR ACCESSORIES SPONSOR?

- **YES** All company logos presented on FWBK website must be an official sponsor of the event.
 - FWBK will not be able to give sponsors credit to designer's personal sponsors/investors in FWBK marketing and promotion materials. Designer can create their own program and include the sponsor in the credits, (FWBK will be happy to add designers marketing materials in event gift bags). If designers sponsor/investor support the entire show,
 - FWBK will be happy to include sponsor in all FWBK marketing and promotion of the event
-

WHAT ABOUT MY MUSIC FOR THE SHOW?

- FWBK engineer/DJ can play what you like. But you must have your music mixed and ready on a CD/flash drive, we request designer have two copies on the day of the show

CAN I HAVE MY OWN MODELS?

- YES from FWBK open call casted models
 - FWBK ask that Designer work with an agency for professional models, designer can offer garments in exchange (FWBK models coordination will be happy to guide designer to the best agencies in NY area)
 - Designer must submit all models info they would like to walk for their show at models@fashionweekbrooklyn.com **All requested models MUST attend the fitting.
 - Designer must submit their list of models to FWBK Casting Director prior to the fittings.
-

WHEN IS MY FITTING SCHEDULE? (THIS IS VERY IMPORTANT)

- Fittings will be schedule by FWBK Fashion Director/Style Coordinator, the FWBK team will send designers the current season fitting schedule
 - Designer must attend the fittings on the scheduled time assigned for designers and their style team.
 - Fitting Location: TBD or at Designer's Studio/Showroom
-

WHAT ABOUT SHOES AND ACCESSORIES?

- FWBK advise designers to collaborate with a shoe designer/company for shoes that match the designer collection.
 - If designer need assistance in the selection of shoes/accessories, FWBK style team will end their support and assistant the designer with pulling samples (no guarantees). Designer must inform FWBK Fashion Director/Style Coordinator with the designer's needs in a timely fashion in order for the team to assist .
-

CAN I HAVE A BUYER OR ATTENDEES LIST?

- FWBK does not share its contact list/database, it is advised that designer network at the event and/or have designer's PR representative network on designer behalf .
 - Designer is advised to reach out to buyers and boutiques/stores owners that fits their brand and send them an invite to designer's show
-

WHAT TIME SHOULD I ARRIVE?

FWBK team will send designer a call sheet (Designer's must arrive on time for all schedule appointment and show date)

WHERE IS THE SHOW LOCATION?

The show's location will be in the designer's welcome package

WHERE CAN I STAY?

Several hotels in the area of the show and around Brooklyn, offer discount during the event dates . FWBK Concierge team will send designer info on hotels and B&B in Brooklyn.

PRESS/MEDIA GUEST INVITE

WHAT ABOUT PRESS/MEDIA?

- FWBK will send out press releases and invite the press/media in our database. However, each designer must invite press/media from their network.
- All press/media must send requests to media@fashionweekbrooklyn.com or can registrar on line at <https://www.fashionweekbrooklyn.com/media-registration>
Designers can invite as many press/media and buyers as them like (with approval from FWBK)
- PRESS/MEDIA WITH CAMERA OR VIDEO EQUIPMENT MUST BE ACCREDITED (NO PRESS OR MEDIA WILL BE ALLOWED WITHOUT THE CORRECT FWBK CREDITIALS)
Designer can invite as many press/media/bloggers or buyers, all must be approved by FWBK
- Each Designers will have 10 VIP GUEST passes (must send VIP guest list include the guest first & last name and email address to info@fashionweekbrooklyn.com)



THE FASHION RUNWAY

#FWBK

FWBK provides an opportunity for the designer's collections to be reviewed by buyers, bloggers, editors, industry insiders, and celebrity guests as well as consumers.

Designers from around the world come to Brooklyn to showcase their collection at Fashion Week Brooklyn.

FWBK presents a collection of designers for Fall/Winter and Spring/Summer annually.

OUR AUDIENCE



ATTENDEES

Celebrities, Socialites, Fashion Industry Executives and buyers, International Marketing & Sales Executives, Magazine Publishing Executives & Editors, Charitable Donors, Financial Service Professionals and investors, Bloggers, Designers Models, Actors, and Artists.

AVERAGE ATTENDANCE

150-500+ (avg. attendees per event)

AGE

25-64 primary / 30- 40 core

GENDER

60% FEMALE / 40% MALE

HHI

\$80+K (avg. attendee)

MEDIA EXPOSURE

INCREASE YOUR AUDIENCE IMPRESSIONS

IMPRESSIONS

SAVE THE DATE sent to 5,000+

Digital Invitation sent to 1,500+

Digital General event schedule sent to 15,000+

ONLINE EXPOSURE

Logo and link on BK Style / FWBK website

Instagram (x), 11.3k #fwbk

Facebook (12,000+)

Linkedin (5,000+)

Twitter (3,000+)

Youtube (500+)

MEDIA

Daily News

Euclid Magazine

No 3 Magazine

Time Out NY

AM NY

Metro NY

VOGUE



The New York Times

THE
HUFFINGTON
POST

WWD

No.3
Magazine



TELEMUNDO



NYLON

GLAMOUR

DAILY NEWS

BAZAAR



BROOKLYN
MAGAZINE



BUST

BKSTYLE/FWBK LAUNCHES NEW BRANDS

Fashion week brooklyn is your direct route to engage passionate consumers who make purchases for their friends and family.

STYLAGA



WWW.STYLAGA.COM

SAINT NY



WWW.SAINTNEWYORK.COM

NANACOCO



WWW.NANACOCO.COM

CONNECT WITH US

FASHION WEEK BROOKLYN,
LIKE BROOKLYN ITSELF,
IS AN EXPERIENCE OF CONSTANT REINVENTION,
BE A PART OF THE METAMORPHOSIS.

designers@fashionweekbrooklyn.com

Founder / Director

rdavy@fashionweekbrooklyn.com

General enquires

info@fashionweekbrooklyn.com

marketing@fashionweekbrooklyn.com

Press/Media

media@fashionweekbrooklyn.com

Partnerships

partnerships@fashionweekbrooklyn.com

