

FASHION ^{IS}

"You are the canvas"

Art

FWBK BROOKLYN

OCTOBER 13- 19
SEASON 2

BK | style

fw | BK FASHION WEEK
BROOKLYN

MEDIA

LONDON • PARIS • BROOKLYN • JAPAN



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 (BK|SF) also lends a voice to social causes like human rights and civil liberties, HIV/AIDS awareness, poverty and community development.

This is done through 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.

BK Style Foundation makes an impact through innovative clothing swap events, curated talks and cultural/social activities around the world.



WHAT WE DO

BK STYLE/FWBK GLOBAL INTERNATIONAL FOOTPRINT

- FWBK host fashion events and designers from/in Paris, London, Japan, The Philippines, Africa, & The Caribbean. We capture the diversity, creativity and the integrity of global community
- The collaboration of Fashion Designers, Models, and Hair and Make-up Artist, Fashion Influencers, Photographers and Videographers and our Media partners, lend to our global sustainability mission to bridging fashion and community

DESIGNER EXCHANGE

- A collaboration with national and international organizations to showcase designers in Brooklyn
- Designers from Brooklyn and around the USA showcase their collection, alongside international designers at our global productions - London, Paris and Japan

FWBK - " GEN K RUNWAY SHOW"

- Showcase of kids-wear designers and retailers, & products available at the local shopping center
- Kids' Runway show, featuring kids models from 5years to 15 years on the runway
- In partnerships with Kings Plaza Mall and CityPoint Mall

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+ (ave. attendees per event)

AGE

25-64 primary / 30- 40 core

GENDER

60% female / 40% male

HHI

\$80=K (avg. attendee)

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BROOKLYN

FWBK BRAND EXPERIENCE

DESIGNERS COLLECTION

SEASON1 - March/April
SEASON2 - Sept/Oct/Nov

BK STYLE/FWBK BRAND HIGHLIGHTS

Fashion week Brooklyn is your direct route to engage passionate consumers who make purchases



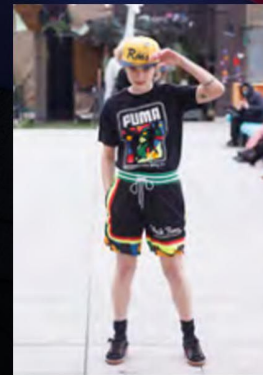
SMART WATER
@smartwater



SAINT NEW YORK
@saintnewyork



SPARTI SCENTS
@spartiscents



PUMA & LIDZ
@puma X @lidz

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+

IMPRESSIONS

Logo and link on BK Style / FWBK website Instagram (x),
11.3k #fwbk
Facebook (12,000+)
Linkedin (5,000+)

EVENTS CREATED MEDIA BUZZ

IMPRESSIONS

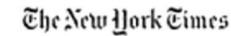
- Denim Night Out a fundraising event for Denim Day NYC

TEACH & SUSTAINABILITY

- Panel Discussion hosted by SAP
- In partnership with Global Fashion Exchange, exploring the impact technology in sustainability.

BK STYLE MUSE AWARDS PRESS CONFERENCE

- Hosted by the Brooklyn Borough office (Eric Adams)
- Honoring BK Creatives and Personality that make and impact on Brooklyn community at large
Twitter (3,000+)



DENIM NIGHT
OUT



TECH &
SUSTAINABILITY



BK STYLE MUSE
AWARDS PRESS
CONFERENCE



CASE STUDY MACERICH GROUP

KING'S PLAZA MALL

GOAL

Increase foot traffic, brand awareness, and social media engagements.

IN-STORE TRAFFIC

Increased overall foot traffic by 30%

STORE VISIT

Time spent increased by 15 minutes per visitor

SALES

Retailers within Kings Plaza Mall reported 10-20% increase in sales after FWBK event both in-store & online

SOCIAL MEDIA

Increase foot traffic, brand awareness, and social media engagements.



EVENTS STRUCTURE

SEASON 1 & SEASON 2

EVENTS (SUBJECT TO CHANGE)

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

BROOKLYN - 7 DAYS

Event 1, Event 2, Event 3
Designer Collections

LONDON - 2 DAYS

Event 1, Event 2, Event 3
Designer Collections

PARIS - 2 DAYS

Event 1, Event 2, Event 3
Designer Collections

JAPAN - 2 DAYS

Event 1, Event 2, Event 3
Designer Collections



ENTER THE SPHERE OF THE BKSTYLE ECO-SYSTEM

Envision your brand name and logo at the top of an event banner, featured on promotional street signage and other corporate promotional materials, your own feature press conference with a press release detailing your brand's partnership.

HERE'S WHAT WE CAN DO FOR YOU

- Market, promote and advance preview products and services at our event
- Pair specific marketing needs with our network
- Market your brand through multiple seasons where applicable to BK Style/FWBK networking events
- Align with our media partners for additional marketing and promotional opportunities
- Align with our charitable partners to showcase your brand's philanthropic support
- Can create custom sponsorship package for your brand's marketing needs

Sponsorships can be tailor-made to suit sponsor/partner needs to be based on brand's specific budget. We offer a number of lively possibilities for the discerning marketer demanding a distinctive presence at Fashion Week Brooklyn

BECOME A TITLE, PRESENTING, SUPPORTING, DONATING, CHARITABLE OR GIFT SPONSOR

TAP INTO BROOKLYN'S ECO-SYSTEM



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BROOKLYN

CONNECT WITH US

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



GENERAL ENQUIRES

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