

fw | **BK** FASHION WEEK
BROOKLYN

BK | style
FOUNDATION

KIDSWEAR FESTIVAL

RUNWAY DECK

Fashion Week Brooklyn #FWBK



SEASON2 2025

“CONCEPT TO RUNWAY”

BROOKLYN

OCTOBER 11 2025

WHO WE ARE

Fashion Week Brooklyn (FWBK) :

Where Brooklyn's Creative Energy Ignites Global Fashion

FWBK is a bi-annual exhibition of national and international fashion designers founded by the BKStyle Foundation (BKStyle), a 501c(3) non-profit organization.

Born in the heart of Brooklyn, a borough renowned as a "bastion of creative freedom," FWBK is more than just a fashion event – it's a cultural phenomenon. Since 2006, the non-profit BK Style Foundation has nurtured Brooklyn's dynamic style and design ecosystem, culminating in the annual celebration of Fashion Week Brooklyn.

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.

Imagine a place where the raw pulse of creativity meets the cutting edge of fashion. A place where underground cool collides with global trends, forging a new path for the future of style. That place is Fashion Week Brooklyn (FWBK).

BK Style Foundation (BK|SF) :

BK Style 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.



ABOUT FASHION CAMP 360

Fashion Camp 360 is an immersive program for youth aged 8 to 17, introducing them to the fashion industry through hands-on, real-world experiences that foster creativity, confidence, and career readiness.

Founded by fashion publicist and show producer Gail Powell, the program operates in partnership with the NYPD Community Affairs Bureau Youth Strategies Division at the 127 Pennsylvania Avenue Community Center in East New York, Brooklyn. This center connects local youth to opportunities in education, the arts, and workforce development.

Participants explore every aspect of fashion production, from modeling and styling to choreography, backstage prep, and runway show execution. A signature moment is their participation in a New York Fashion Week-level show, where they collaborate with industry professionals.

Beyond fashion, the camp emphasizes leadership, time management, public speaking, and personal development. Powell's modeling and performance track helps students build presence, etiquette, and self-branding skills.

At its core, Fashion Camp 360 is a bridge, connecting youth to career pathways and mentorship in a safe, creative, and equity-driven environment.

SARAH'S ANGELS EVENTS

With over 30 years of excellence in event production, Sarah's Angels Events is a full-service event planning company known for transforming visions into unforgettable experiences. From intimate gatherings to large-scale corporate productions, our seasoned team delivers personalized service and flawless execution. Whether you're planning a wedding, gala, brand launch, or community celebration, Sarah's Angels brings passion, precision, and a legacy of success to every occasion.





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 are proud of 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, lead to our global sustainability mission to bridge 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/teen designers and retailers, & products available at the local shopping centers
- Kids’ Runway show, featuring kids models from 5 years 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)

BK|style

f|w|BK FASHION WEEK
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
@spartiscent



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+)

VOGUE



The New York Times

THE
HUFFINGTON
POST

WWD

No.3
MAGAZINE



TELEMUNDO



GLAMOUR

DAILY NEWS

BAZAAR



BROOKLYN
MAGAZINE



NYLON

MOEVR
PHOTO

BUST



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



SPONSORSHIP PACKAGES

TITLE SPONSOR

\$20 000

Presenting Benefits

Name alongside FWBK events
Priority placement on website
One ticket to any global fashion event
Priority seating & speaking at every event
Associate Board position
Consistent Features and Tagged in:
• Newsletter
• Podcast
• Social Media Campaign

PRESENTING SPONSOR

\$10 000

Supporting Benefits

Top website placement
Backstage access
One speaking opportunity per year
Designer signed thank-you notes
Pop-up booth opportunities at events
Features Quarterly in:
• Newsletter
• Podcast
• Social Media Campaign

SUPPORTING SPONSOR

\$5 000

Basic Benefits

Website placement
Complimentary entry to all events
Logo placement at FWBK events
Handwritten thank-you notes
Mention in branded materials
Features Annually in:
• Newsletter
• Podcast
• Social Media Campaign

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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FOUNDER / DIRECTOR

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