FWBK PRESENTS

SLAY WAY

OCTOBER 16-2025

A benefit production to support LGBTQ+ non-profits

#bkstyle #fwbk

fw BK FASHION WEEK BROOKLYN

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





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.

SOCIAL ISSUES THAT BK STYLE FOUNDATION WILL BE LENDING A VOICE TO: THE TREVOR PROJECT

Inour ongoingeffort to positively impact and advocate for people who are marginalized everywhere in the United States, Brooklyn Style Foundation in partnership with creative presentations hosted by Fashion Week Brooklyn -- will be lending support to IDA Films to provide financial support to The Trevor Project.

The Trevor Project is an American non-profit organization founded in 1998 focused on suicide prevention efforts among lesbian, gay, bisexual, transgender, queer and questioning (LGBTQ) youth. Through a toll-free telephone number, it operates The Trevor Lifeline, a confidential service that offers trained counselors. The stated goals of the project are to provide crisis intervention and suicide prevention services for lesbian, gay, bisexual, transgender, queer and questioning (LGBTQ) young people under 25, as well as to offer guidance and resources to parents and educators in order to foster safe, accepting, and inclusive environments for all youth, at home and at school.



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.

BK style

fw BK FASHION WEEK

Average Attendance

150-500+ (ave. attendees per event)

AGE

25-64 primary / 30-40 core

GENDER

60% female / 40% male

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\$80=K (avg. attendee)

SPONSORSHIP PACKAGES

TITLE SPONSOR

PRESENTING SPONSOR

SUPPORTING SPONSOR

\$95 000

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

\$45 000

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

\$15 000

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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