

BK|style

fw|BK FASHION WEEK
BROOKLYN

LONDON • PARIS • BROOKLYN • JAPAN

FWBK PARIS
FASHION IS

Art

"You are the canvas"

SEP 14 & 15 2024
Season 2

MARKETING



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



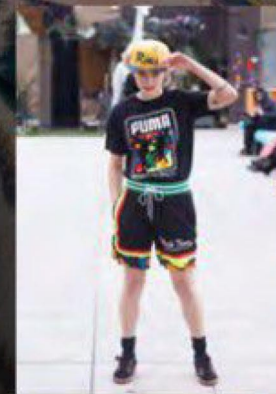
SMART WATER
@smartwater



SAINT NEW YORK
@saintnewyork



SPARTI SCENTS
@spartiscent



PUMA & LIDZ
@puma X @lidz

BK STYLE/FWBK BRAND HIGHLIGHTS

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

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

NEWS 12
Hudson Valley

metro



am
NEW YORK

BROOKLYN
MAGAZINE

Bravo

Time Out
New York

NYLON

MOEVR
Paris

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 PARIS' ECO-SYSTEM



PLATINUM COUTURE PARTNER

EXCLUSIVE TITLE SPONSOR

PREMIER BRAND VISIBILITY:

- Exclusive placement of the sponsor's logo on all promotional materials, including event website, flyers, and banners.
- Mention as the "Official Title Sponsor" in all press releases and media coverage.

EVENT DOMINANCE:

- Prominent placement of sponsor's banners at key event locations, including the main stage and entrance.
- Opportunity for the sponsor's representative to make a keynote address during the opening ceremony.

EXCLUSIVE VIP EXPERIENCE:

- VIP access for up to 10 company representatives.
- Exclusive backstage tours and meet-and-greet opportunities with designers.
- VIP Reserved seating
- VIP Entry to after party
- Complimentary drink on arrival and complimentary drinks throughout the event
- VIP guest to luncheon to networking with FWBK founders, the event organisation team, and designers from the UK and NYC. Enjoy a complimentary lunch and drinks for you and one guest.

DIGITAL EXPOSURE:

- Dedicated posts on all event-related social media platforms, showcasing the Title Sponsor's brand.
- 5 min interview with one company representative which will be fully edited and shared with you to use internally or externally

GOLD SPONSORSHIP

LOGO PLACEMENT:

- Prominent logo placement on event website, official flyers, and event banners.
- Exclusive logo inclusion in press releases and media coverage.

ON-SITE BRANDING:

- Premier placement of sponsor banners at key event locations.
- Recognition during opening and closing ceremonies.

VIP EXPERIENCE:

- VIP access for company representatives.
- Exclusive tour for sponsor guests.
- 5 complimentary tickets to both shows with reserved seating
- Complimentary drink on arrival
- VIP Entry to after party

DIGITAL EXPOSURE:

- Featured mentions on event's social media platforms (Facebook, Instagram, Twitter).
- Dedicated post thanking Gold Sponsors.
- 4 min interview with one company representative which will be fully edited and shared with you to use internally or externally

SILVER SPONSORSHIP

LOGO PLACEMENT:

- Logo inclusion on event website, event flyers and select promotional materials.
- Recognition on event banners.

ON-SITE BRANDING:

- Placement of sponsor banners at designated event locations.

VIP EXPERIENCE:

- 3 complimentary tickets to both days
- VIP Entry to after party

DIGITAL EXPOSURE:

- Mention in event-related social media posts.
- 3 min interview with one company representative which will be fully edited and shared with you to use internally or externally

BRONZE SPONSORSHIP

LOGO PLACEMENT:

- Logo inclusion on event flyers.
- Recognition on event banners.

ON-SITE BRANDING:

- Placement of sponsor banners at designated event locations.

VIP EXPERIENCE:

- Standard access for company representatives.
- 2 complimentary tickets to both days
- VIP Entry to after party

DIGITAL EXPOSURE:

- Basic mention on event-related social media posts.
- 2 min interview with one company representative which will be fully edited and shared on our socials



DIAMOND GLAMOUR SPONSOR

EXCLUSIVE OFFICIAL BEAUTY PARTNER

OVERVIEW:

Elevate the beauty experience at FWBK London 24 as our exclusive Official Beauty Partner. This prestigious sponsorship offers unparalleled visibility and branding opportunities within the beauty industry.

BENEFITS:

EXCLUSIVE BRANDING:

- Logo prominently featured on all beauty-related promotional materials, including event website, invitations, and signage.
- Recognition as the "Official Beauty Partner" in press releases and media coverage.

ON-SITE BRANDING:

- Premier placement of sponsor banners at beauty stations and designated beauty areas.
- Recognition during beauty-related events and demonstrations.

RUNWAY INTEGRATION:

- Exclusive branding opportunities during runway presentations, with acknowledgment as the Official Beauty Partner.



EXCLUSIVE OFFICIAL BEAUTY PARTNER CONTINUE

BEAUTY LOUNGE EXPERIENCE:

- Designated beauty lounge with your branding for touch-ups and styling.
- VIP access for company representatives to the beauty lounge.

DIGITAL EXPOSURE:

- Featured mentions on event-related social media platforms during beauty- focused promotions.
- 5 min interview which will be fully edited and shared with you to use internally or externally
- Dedicated posts highlighting beauty partners and their contributions.

COLLATERAL AND SAMPLING:

- Option to provide beauty samples or exclusive offers to event attendees.

NETWORKING OPPORTUNITIES:

- Exclusive opportunity to network with beauty influencers and industry professionals.

POST-EVENT VISIBILITY:

- Inclusion in post-event recap articles, showcasing the role of the Official Beauty Partner.
- High-resolution beauty-focused event photos for promotional

A photograph of a bar setup featuring several cocktails. In the foreground, there's a tall glass with a yellow drink and a pineapple garnish, a glass with an orange drink and a green leaf garnish, and a glass with a pink drink and a blueberry garnish. In the background, there's a glass with a red drink and a lemon garnish, and a bottle of amber liquid. The text "PLATINUM REFRESH SPONSOR" is overlaid in white, italicized font.

PLATINUM REFRESH SPONSOR

EXCLUSIVE BEVERAGE PARTNER

OVERVIEW:

Quench the thirst for style at FWBK London 2024 as the Exclusive Beverage Partner. This premium sponsorship provides a unique opportunity to showcase your beverage brand to a sophisticated and trendsetting audience.

BENEFITS:

EXCLUSIVE BRAND VISIBILITY:

- Logo prominently featured on all beverage-related promotional materials, including event website, invitations, and beverage stations.
- Recognition as the "Official Beverage Partner" in press releases and media coverage.

ON-SITE BRANDING:

- Premier placement of sponsor banners at bars and designated beverage areas.
- Recognition during beverage-related events and announcements.

BAR SETUP:

- Design and set up a stylish and visually appealing bar area that complements the overall theme of the fashion show.



EXCLUSIVE BEVERAGE PARTNER

CONTINUE

BEVERAGE SUPPLY:

- Provide a selection of beverages, including alcoholic and non-alcoholic options, that align with the preferences of the event attendees.
- Complimentary soft drinks for all staff
- Complimentary drink for VIP sponsors

STAFFING:

- Arrange for trained and professional bartenders and serving staff to manage the bar and serve drinks to attendees.

SIGNATURE DRINKS:

- Collaborate with the event organiser to create signature drinks that can be featured during the fashion show, enhancing the overall experience.

EXCLUSIVE TOAST OR PRESENTATION:

- If included in the sponsorship package, provide an opportunity for a representative from the beverage sponsor to make a toast or presentation during the event.

SIGNATURE DRINKS:

- Opportunity to create and showcase signature cocktails named after your brand.
- Featured on the event's drink menu with descriptions highlighting your brand's influence.

VIP ACCESS:

- Opportunity for a representative to make a toast during the event.



EXCLUSIVE BEVERAGE PARTNER

CONTINUE

DIGITAL EXPOSURE:

- Featured mentions on event-related social media platforms during beverage-focused promotions.
- Dedicated posts highlighting the beverage partner and featured drinks.
- 5 min interview with one company representative which will be fully edited and shared with you to use internally or externally

NETWORKING OPPORTUNITIES:

- Exclusive opportunity to network with industry professionals and influencers in the beverage and fashion sectors.
- Recognition during beverage-related networking sessions.

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- Recognition during beverage-related networking sessions.

POST-EVENT VISIBILITY:

- Inclusion in post-event recap articles, showcasing the role of the Exclusive Beverage Partner.
- High-resolution photos featuring beverage stations for promotional use.



PLATINUM CULINARY SPONSOR

EXCLUSIVE CATERING PARTNER

OVERVIEW:

Delight the senses and elevate the culinary experience at FWBK London 24 as the Exclusive Catering Partner. This premier sponsorship provides an opportunity for your culinary brand to shine in front of a discerning and influential audience.

BENEFITS:

EXCLUSIVE BRAND VISIBILITY:

- Logo prominently featured on all catering-related promotional materials, including the event website, flyers, and culinary stations.
- Recognition as the "Official Catering Partner" in press releases and media coverage.

ON-SITE BRANDING:

- Premier placement of sponsor banners at bars and designated beverage areas.
- Recognition during beverage-related events and announcements.

MENU CURATION:

- Full control over the menu being provided
- Feature the Catering Partner's name alongside menu items.
- Opportunity for a representative to welcome guests and share insights about the culinary offerings.

EXCLUSIVE CATERING PARTNER

CONTINUE

DIGITAL EXPOSURE:

- Featured mentions on event-related social media platforms during culinary- focused promotions.
- Dedicated posts highlighting the Catering Partner and featured menu items.
- 5 min interview with one company representative which will be fully edited and shared with you to use internally or externally

COLLATERAL AND SAMPLING:

- Option to provide culinary samples or exclusive offers to event attendees.

NETWORKING OPPORTUNITIES:

- Exclusive opportunity to network with industry professionals and influencers in the culinary and fashion sectors.
- Recognition during culinary-related networking sessions.

POST-EVENT VISIBILITY:

- Inclusion in post-event recap articles, showcasing the role of the Exclusive Catering Partner.
- High-resolution photos featuring culinary stations for promotional use.

Note: Customisation options are available to tailor the package to align with your brand objectives and culinary preferences. We look forward to creating a tasteful partnership that adds a touch of culinary excellence to FWBK London 24.

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FOUNDATION

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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.



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