

**15 YEARS**

**48 SHOWS**  
**332 DESIGNERS**  
**25 COUNTRIES**

**BK STYLE X PARTNERS PRESENTS**

# **TECH X SUSTAINABILITY**

**fw** | **BK** FASHION WEEK  
BROOKLYN

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

**BK** | **style**  
FOUNDATION



# TECH X SUSTAINABILITY

Tech X Sustainability explores the breadth and depth of the Smart Garment industry, representing the exciting vanguard of artistic, creative technologies from robotic fashion to new retail technology and 3d creative initiatives using cutting edge technology as a medium for fashion design. While experts host workshops and tours, designers explore exhibitions and international B2B markets all culminating in a press reception and runway show.

## EVENTS

EXHIBITION. POP UP MARKET  
PRESS RECEPTION  
HACK MY FASHION WORKSHOPS  
RUNWAY SHOW  
SUSTAINABLE FESTS  
SWAP ACROSS AMERICA





# SUSTAINABLE FASHION WEEK



## SUSTAINABLE FASHION WEEK: A 7-DAY LINEUP OF SUSTAINABLE FASHION

This 7 day Event will take place in both NYC & NJ with a fashion showcase each night of emerging sustainable designers, established sustainable designers and vintage collectors.

Unlike your typical Fashion Week, this platform will also host a sustainable product lounge, a sustainable fashion panel, and more importantly, a sustainable fashion exhibit giving visuals on what is sustainable fashion and why its the future of fashion.



# GLOBAL FASHION EXCHANGE



Global Fashion Exchange comprises a team of experts across multiple fields including sustainability, education, retail, and technology. Their consulting division creates custom supply chain strategies, marketing communications platforms, and brand experiences that positively impact people, the planet, and your business.

They activate on a global and local level. GFX's deep relationships with the leaders in the fashion, design industries, and sustainable business space help advise and amplify their programs and help clients reach their goals. The Global Fashion Exchange community of over 100,000 consumers and social influencers are highly engaged in their sustainability initiatives, sharing messages and taking positive action.





# THUNDERLILY

BK STYLE x ThunderLily NYC is a partnership that will transform how designers approach the challenges of technology in fashion today and tomorrow.

Fashion technology is growing at a faster pace than ever from the runway to practical applications, from AI to 3D printing, Smart Garments and robotics to retail technology – and designers need to access to the information, resources and education that will enable them to navigate and influence the future of the fashion industry.

Established in 2006, BK STYLE, through their curation of Fashion Week Brooklyn, lends a voice to community development and leadership training in the fashion industry, with access to thousands of designers, producers and retailers they are in a unique position of bringing the industry together and providing the resources for a successful future. THUNDERLILY NYC, a group of artist engineers, is dedicated to changing the world through exploring the possibilities of fashion design, and leading workshops to engage the next generation of designers in technology through fashion tech design.

Imagine the possibilities, Imagine the Future.



# FASHIONABLYIN



FASHIONABLYIN

Fashionablyin is a b2b community for the fashion & lifestyle industry.

The events bring together fashion professionals from all over the world to discuss trade & enhance business opportunities.

We bring together the fashion & lifestyle industry via three event formats: B2B meeting – a one-on-one pre-planned meeting done virtually or face-to-face in person meetup – a small gathering upto 50 people in a popular establishment for 3 hours

Trade show – a show spread across the full day or days with stalls & exhibitors.

# 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.

## DIGITAL REACH

12K+ Instagram followers  
10K+ mailing list

## AVERAGE ATTENDANCE

150-500+ (avg. attendees per event)

## AGE

25-64 primary / 30-40 core

## GENDER

60% FEMALE / 40% MALE

## HHI

\$80K+ (avg. attendee)



# SPONSORSHIP OPPORTUNITIES

WE WOULD LIKE TO INVITE YOU TO PARTNER ON  
CREATING A NEW AND DIVERSE VISION FOR FASHION.

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As a Sponsor/Partner, your brand would enjoy multiple touch points with an influential demographic. Video and photography extend the reach of your involvement long after the event is over. With the innovation and inclusion of the public in creating a vision for the future of fashion, we expect substantial press coverage.

Your contribution is central to raising the next generation of fashion tech engineers and designers and provides an incredible opportunity to talented designers and artists who are expressing their voice.

## ADVERTISING & RECOGNITION

Your brand will be featured prominently as a premiere partner on all appropriate “live” materials, primarily on sponsorship of specific materials including social media, brochures, posters, website, fairs, in-school advertising efforts, etc.

Your brand’s logo in credits on online materials for the #imaginethefuture movement. Regular mentions of your brand on social media up to, during the event and following. Reference to your brand in any press coverage as a major influencer and partner

## REPUTATION

Your sponsorship provides a platform to promote your commitment to making a difference to young people today and the fashion industry of tomorrow. It demonstrates your participation in actively supporting design, engineering and technology and a vision of the future of fashion. Imagine the Future.



# SPONSORSHIPS

## TIERS AND SPONSORSHIP PERKS

PLATINUM \$10,000	GOLD \$5,000	SILVER \$1000	PRODUCER \$500-999	MENTOR \$200-499	FRIEND \$50-199
As the named sponsor, your brand will be credited on all press and promotional materials					
Dedicated press release on your initiative and recognition at the Press Party					
Headliner branding on event page					
Photo, article and interview as link from event page	Photo, article and interview as link from event page	Photo, article and interview as link from event page	Photo, article and interview as link from event page		
Tagging on every social media message	Tagging on every social media message	Tagging on every social media message			
Demonstration at exhibition	Demonstration at exhibition				
Logo on section of every exhibit at exhibition	Logo on section of every exhibit at exhibition				
Logo on all event digital and print materials	Logo on all event digital and print materials	Logo on all event digital and print materials			
15 premium VIP tickets for the runway show	10 premium VIP tickets for the runway show	6 premium VIP tickets for the runway show	4 premium VIP tickets for the runway show	2 premium VIP tickets for the runway show	1 premium VIP tickets for the runway show
3 minute video shown at the runway show					
Logo and company listed in event brochure	Logo and company listed in event brochure	Logo and company listed in event brochure	Logo and company listed in event brochure	Logo and company listed in event brochure	Logo and company listed in event brochure

# 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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