

13 YEARS

48 SHOWS

332 DESIGNERS

25 COUNTRIES

FASHION BALL

**SPRING/SUMMER
2020 COLLECTIONS**

#bkstyle #fwbk

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

fw | **BK** FASHION WEEK
BROOKLYN

BK | style
FOUNDATION



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 (BKISF) also lends a voice to social causes like human rights and civil liberties, HIV/AIDS awareness, poverty and community development by 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, makes an impact through innovative clothing swap events, curated talks and cultural activations around the world

WHAT WE DO

BKSTYLE/FASHION WEEK BROOKLYN PARTNERSHIP EVENTS

KINGS PLAZA x FASHION WEEK BROOKLYN THE RUNWAY MEETS THE REAL WAY

In partnership with Kings Plaza Mall, Fashion Week Brooklyn produced and staged an open call for models, stylists, and hair and make-up artists.

Selected models walked the Retailers Runway styled, dressed and made-up by the "open call" elite. Attending press, specially invited guests and the surrounding community was there to document the next generation in Brooklyn couture.

The Retailers Runway also gave attendees an advanced preview of products available for purchase within the Kings Plaza Mall and the event included a special VIP reception for community and business insiders that allowed for networking and retail partnerships.

WHAT WE DO

Young Gods
Punkie by Jo Marie
Assane

布鲁克林时装周

BK STYLE
FASHION WEEK BROOKLYN
PRESENTS



DESIGNERS EXCHANGE

BK STYLE

X

**(EUROPE, AFRICA,
ASIA, CARIBBEAN)**

BKSTYLE collaborates with international fashion organizations to showcase designers in Brooklyn, and in return takes designers from Brooklyn and around the USA to showcase their collection and be inspired by their culture.

In 2019 BK Style collaborated with Modern Star Group to showcase three Kidswear designers made-in-the-USA in Beijing at the MICF Expo, the largest children product expo in China.



THE FASHION RUNWAY

#FWBK

FWBK provides an opportunity for the designer's collections to be reviewed by buyers, bloggers, editors, industry insiders, and celebrity guests as well as consumers.

Designers from around the world come to Brooklyn to showcase their collection at Fashion Week Brooklyn.

FWBK presents a collection of designers for Fall/Winter and Spring/Summer annually.

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FW2020
APRIL 5-11-2020

SS2021
OCTOBER 4-10-2020

FW2021
APRIL 4-10-2021



BKSPEAKS

TECHNOLOGY, SUSTAINABILITY, CULTURE & COMMUNITY

BKSPEAKS is a platform to enable and cultivate discussion around engaging topics concerning technology, sustainability, culture, and community.

BK SPEAKS is an integral component of BK Style and Fashion Week Brooklyn's schedule of events.

Each season @fashionweekbrooklyn presents panel discussions featuring an amazing array of industry professionals and influencers to have an open discussion on the cycle of design with a focus on technology, sustainability and the fashion community.

BK STYLE FOUNDATION has adopted a diversity policy "committed to the goal of balancing diversity in the Fashion Industry through awareness & action."

EVENTS STRUCTURE

Events (subject to change)

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

EVENT TITLE:
"FASHION BALL"

LOCATION: BROOKLYN

DAY 1

Event 1, Event 2, Event 3
Locations: Brooklyn

DAY 2

Event 1, Event 2, Event 3
Locations: Brooklyn

DAY 3

Event 1, Event 2, Event 3
Locations: Brooklyn

DAY 4

Event 1, Event 2, Event 3
Locations: Brooklyn

DAY 5

Event 1, Event 2, Event 3
Locations: Brooklyn

DAY 6

RUNWAY Designer
Collections Red Carpet and
VIP seating Runway shows

DAY 7

RUNWAY Collections
Red Carpet and VIP seating
Runway shows

DAY 8

RUNWAY Collections
Red Carpet and VIP seating
Runway shows



PARTNERSHIPS

LOOK
WHAT'S
HAPPENING

FIND MORE AT MACY'S SPRING FASHION EVENT

MAR
15

MACY'S DOWNTOWN BROOKLYN
WOMEN'S DEPARTMENT, 3RD FL
FRIDAY AT 2PM

Find More. Own it. Love it. Live it and Find the Remarkable You. Macy's believes there is more to being beautiful than how you look. Head over to Macy's to shop the collection and also enjoy special treats by INC, and more!

Be one of the first 50 Cardholders to flash your Macy's Credit Card at the Star Rewards station and receive* one complimentary floral bouquet at the event!

fw | **BK** FASHION WEEK
BROOKLYN

Event subject to change or cancellation. *Must be a Macy's Credit Cardholder to receive and have card present to qualify. While supplies last and time permits. Offer non-transferable, one offer per household, and not for resale. Employees are not eligible to receive.

 macy's

ALIGN YOUR ECO-SYSTEM WITH BKSTYLE/FWBK

BK Style/FWBK partnered with Levy NYC and the Brooklyn Central Library to produce BK Speaks events in collaboration with other brands to create community events and fundraising.

BK Style/FWBK also partnered with The Power of Influence Awards, honoring fashion icons such as Dapper Dan, Lil Kim, Kendrick Lamar, Angela Simmons and more. A partnership with ILMG hosted by the NYC Mayor at City Hall.

BK Style/FWBK collaborated with The Global Fashion Exchange for their Daft Brunch event. GFX is an international platform promoting sustainability in the fashion industry with inspiring forums, educational content and cultural events.

TAP INTO BROOKLYN'S ECO-SYSTEM

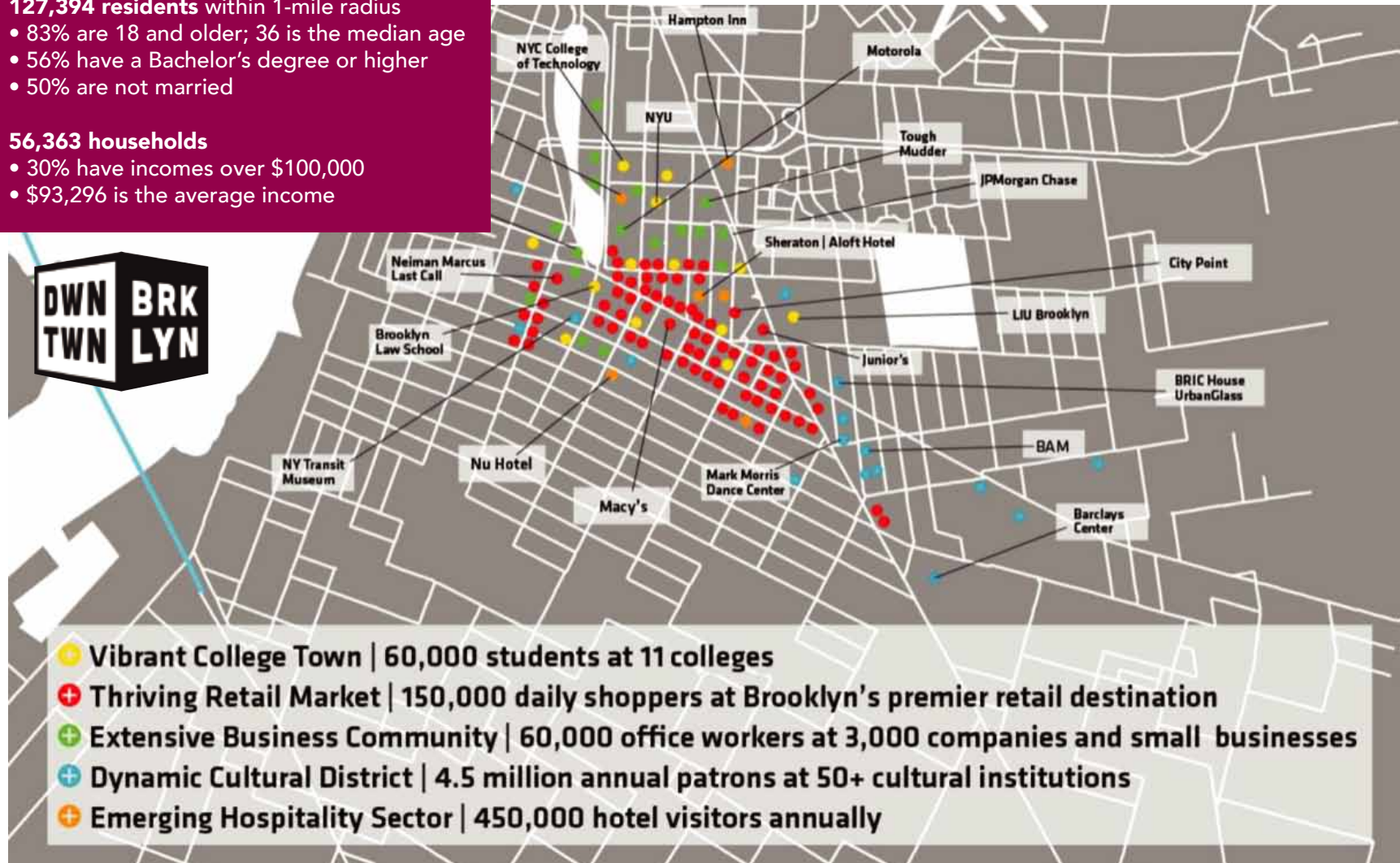
The Downtown Brooklyn Partnership serves as the primary champion for Downtown Brooklyn as a world-class business, cultural, educational, residential and retail destination

127,394 residents within 1-mile radius

- 83% are 18 and older; 36 is the median age
- 56% have a Bachelor's degree or higher
- 50% are not married

56,363 households

- 30% have incomes over \$100,000
- \$93,296 is the average income



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+ (avg. attendees per event)

AGE

25-64 primary / 30- 40 core

GENDER

60% FEMALE / 40% MALE

HHI

\$80+K (avg. attendee)

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+

ONLINE EXPOSURE

Logo and link on BK Style / FWBK website
 Facebook (12,000+)
 LinkedIn (5,000+)
 Twitter (3,000+)
 Youtube (500+)

PRINT INCLUSION

Daily News
 Euclid Magazine
 No 3 Magazine
 Time Out NY
 AM NY
 Metro NY

DAILY NEWS



The New York Times

BROOKLYN
MAGAZINE

THE
HUFFINGTON
POST

WWD

No.3
MAGAZINE



TELEMUNDO



NYLON

GLAMOUR

OCEANA

BAZAAR



BUST

PAST SEASONS SPECIAL EVENTS

DENIM NIGHT OUT



In partnership with Levy NYC hosted by Lytehouse Studio, Denim Night Out was a fundraising event and mini presentation raising funds for Denim Day NYC.

TECH & SUSTAINABILITY



Hosted by SAP Leonardo Center in partnership with Global Fashion Exchange, the event was a panel discussion exploring the impact of technology in sustainability.

AWARDS PRESS CONFERENCE



Hosted by the Brooklyn Borough office, presented by the BK Borough President, Eric Adams which honored emerging designers. The event invited the press to preview exclusive designer collections.

BKSTYLE/FWBK LAUNCHES NEW BRANDS

CELEBRITY GIFTING SUITE



Share new brands through gifting suite in partnership with ILMG. Where emerging brands have an opportunity to reach professional athletes, celebrities, and recording artist.

STYLAGA



Stylaga is an innovative fashion tech company based in the New York. Since 2014, Stylaga has been heavily immersed into fashion by staying current and on trend.

Stylaga's version of fashion meets tech, in the form of in-ear wireless jewel-buds, headsets, sunglasses and other fashion tech products.

You can wear Stylaga products as fashion accessories and add them to your New York street style.

stylaga.com

A black and white photograph of a man with a beard, glasses, and a hat, holding a sign. The sign reads: "I SUPPORT SURVIVORS WITH DENIM DAY (NYC) @Wenotinvisible_official #whatyoucansay". The background is a collage of various images and text.

BKSTYLE/ FWBK ECO-SYSTEM

ART MEETS FASHION

This partnership between BK Style/FWBK and Beauty for Freedom which bridges the consumer and creative communities through visual art exhibitions and art education featuring artwork by emerging artists.

PHILANTROPY

As part of BK Style/FWBK's commitment to giving back, it launched a campaign to support survivors of sexual assault through a portrait book bringing hope to humanity. In order to raise awareness for the cause the #cardboard campaign was also created on social media.

ALIGN WITH OUR PARTNERS

Brooklyn Borough President's Office
 Downtown Brooklyn Partnership
 Council Member Laurie Cumbo
 Cope NYC
 Levy NYC
 Lytehouse Studio
 Debe Communications
 ILMG
 Runway The Real Way
 Global Fashion Exchange
 Rise Art & Design
 BK Swirl Lifestyle
 Materials for The Arts
 Beautiful Stranger
 Art in Motion Show
 BRIC Arts Media Brooklyn
 Denim Day NYC
 WE2
 Zebra PR
 BK Fashion Incubator

BE A PART OF OUR ECO-SYSTEM



CASE STUDY: MACERICH GROUP (KING'S PLAZA MALL)

GOALS

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

In-Store Traffic

Increased overall foot traffic by 30%

Store Visits

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

Engagement increased by 40% after Fashion Week Brooklyn



ENTER THE SPHERE OF THE BKSTYLE ECO-SYSTEM

BK Style & FWIBK offers great marketing and partnership opportunities for select brands. Expand your target audience by aligning with a noted philanthropic organization

Make Your World a Part of Ours.
Our Sponsorships and Partners
Help to Keep Our Wheels Turning

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

SPRING/SUMMER 2020 – OCTOBER 2019

FALL/WINTER 2020 – APRIL 2020

SPRING/SUMMER 2020 – OCTOBER 2020

Become a Title, Presenting, Supporting, Donating, Charitable or Gift Sponsor

CUSTOM SPONSORSHIP

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.

CUSTOM SPONSORSHIP OPTIONS INCLUDE:

- Press secretariat outfitted with tools for the working media
- Lounge space where media, guests, and VIPs can congregate between events
- Specially-outfitted "newsboys" distributing an event "broadsheet"
- "Pop-up shop" for brand promotion and exhibition during FWBK "Custom runway" featuring brand logo
- Backstage access to lounge for Guest/Models Front-of-the-house brand salon/VIP lounge

Looking to Maximize Your Brand's Exposure at Fashion Week Brooklyn?
Consider Becoming a Sponsor at FWBK

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

SPONSORSHIPS

TITLE SPONSOR

Become The Title Sponsor to FWBK Your Brand Will Then Bear The Flagship Name Attached to a Premier Fashion Event in Brooklyn New York, the Most Revolutionary Borough

TITLE SPONSORSHIP INCLUDES:

- Recognition as the "Official Event Title Sponsor"
- Company name and Logo on the BK Style/FWBK website Main page headline as Title Sponsor
- The right to name each season after the company brand to headline FWBK season
- Customizable spaces for displays, membership acquisition, sales, coupons and sampling.
- The Title sponsor signage and logo on all the pre and post event marketing and collaterals.
- Press release announcing the "Title" sponsorship of FWBK
- Company Brand and promotional materials at all FWBK events
- Deliver targeted real-time messages through digital and static signage with corporate logo displayed on the event "step and repeat".
- Audiovisual Media Company branding on event Digital video screens and other digital activations
- On-site collaterals and signage recognition throughout all events and location along with pre-events and post events
- A live installation or activity for guests to take part in during any or all of the events
- The cover page and five full-page advertisements within the event program (including brand logo).
- Professional edited digital video campaign with company branding pres and post event for social media.
- Logo, image or trademark's inclusion on print materials and electronic transmissions including invitations, announcements, newsletters, direct mailings, posters and fliers for FWBK events
- Sampling/placement through VIP (gifting suite/gift bags) and general attendee gift bags
- "Brand Ambassador" spaces for celebrity and VIP networking during events or Media reception, with a dedicated FWBK Social media influencer to brand company on FWBK social media (15 post)
- Company brand name or logo on volunteer t-shirts
- 25 Complimentary Corporate Entries to all events (VIP)

ADDITIONAL SPONSOR OFFERINGS SEE PAGE 20

SPONSORSHIPS

PRESENTING & SUPPORTING

Become a "Presenting" (1 exclusive sponsor per season) or a "Supporting" (2 supporting sponsors per season) today

"PRESENTING" OR "SUPPORTING" SPONSORSHIP PROVIDES:

- Company name Logo on the BK Style/FWBK website Sponsor
- Highlighted listing as an official "Presenting" or "Supporting" sponsor"
- Press release announcing the sponsorship of FWBK
- Company Brand and promotional materials at all FWBK events
- Deliver targeted real-time messages through digital and static signage with corporate logo displayed on the event "step and repeat". Audiovisual Media Company branding on event Digital video screens and other digital activations
- On-site collaterals and signage recognition throughout all events and location along with pre-events and post events
- The Inside covers and shared back cover page and three full-page advertisements within the event program (including brand logo)
- Opportunity to create a database-generating drawing or contest at FWBK event
- Logo, image or trademark's inclusion on print materials and electronic transmissions including invitations, announcements, newsletters, direct mailings, posters and fliers for FWBK events
- Sampling/placement through VIP (gifting suite/gift bags) and general attendee gift bags
- "Brand Ambassador" spaces for celebrity and VIP networking during events or Media reception, with a dedicated FWBK Social media influencer to brand company on FWBK social media (10 post)
- 20 Complimentary Corporate Entries to all events (VIP)

ADDITIONAL SPONSOR OFFERINGS SEE PAGE 20

(VALID FOR TITLE, PRESENTING AND SUPPORTING SPONSORS ONLY)

ADDITIONAL SPONSOR ASSETS

MARKETING & ADVERTISING

- The opportunity for sponsors to run database-generating surveys, coupons and contests and other marketing activations
- Opportunity to create large posters billboard with Corporate/brand message or logo, on Fashion Week Brooklyn fliers, to be widely distributed to local businesses thru out Brooklyn and partnering organizations, fashion establishments
- Opportunity to work with FWBK designers to create a collaborative branding product or message
- Ad placement opportunity in our partner magazine(s) (Based on submission deadline)

Elucid Magazine- New York publication
Oceana Magazine- Euro/US publication
No 3 Magazine- New York publication
Hollywood Weekly- US publication

DIGITAL & SOCIAL MEDIA

- Opportunity to work with FWBK Media partners for Brand inclusion on video/broadcast advertising, press release and other publicity
- Opportunity to share special advertisement and promotions on FWBK social media
- Opportunity for special "Hashtag" social media campaign (#YourCompany) before, during and after FW/BK events
- Share discount coupon code for sponsor and consumer tracking purposes
- On-line and email-based survey questionnaires (questionnaire provided by sponsor)

SPONSORSHIPS

DONATING • CHARITABLE • GIFT

REWARDS ▼ / TIER ►	GIFT \$5,000	CHARITABLE \$10,000	DONATING \$20,000
Brand name will be included in the event program and will be on the FWBK "Sponsors Credits" page	✓ Listed as a "Gift Sponsor"	✓ Listed as a "Charitable Sponsor"	✓ Listed as a "Donating Sponsor"
Brand logo on the FWBK sponsor page with a direct link to your brand's website, event Portal and social networking pages.	✓	✓	✓
Advertisement page within the event program	1/4 page	1/2 page	Full page
Sampling/placement opportunity for attendee gift bags	✓	✓	✓
VIP tickets to the events	5 VIP tickets	10 VIP tickets	15 VIP tickets
Inclusion in Press Release announcing sponsorship		✓	✓
Social media tag on event post			✓

SPONSORSHIPS

IN-KIND SPONSOR

TRAVEL AND HOSPITALITY

Underwrite travel and lodging in Brooklyn/NYC for FWBK international designers and guests

WINE/BEER/SPIRITS

Donate premium wine, beer, and spirits for the bar and/or host a pop-up bar at the event

GIFT BAGS

Donate items to be included in gift bags that are given out to 300-500 attendees of Fashion Week Brooklyn

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BROOKLYN



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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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