

13 YEARS

48 SHOWS

332 DESIGNERS

25 COUNTRIES

DESIGNERS FAQ

#bkstyle #fwbk

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

fw | **BK** FASHION WEEK
BROOKLYN

BK | **style**
FOUNDATION

DESIGNERS REGISTRATION

To register please submit an application on-line or email us the info at:
designers@fashionweekbrooklyn.com

When the designer application is approved to show their collection , the designer/company will receive a welcome package and an agreement to sign

Rules/Regulations will be detailed in designer welcome package, each Designer must agree to abide by the rules and regulations of Fashion Week Brooklyn.

HOW MANY LOOKS?

(See the registration package)
10- 15 looks

REGISTRATION PACKAGE INCLUDES:

Fashion Week Brooklyn will provide the venue for the show along with a production crew; including the beauty team of professional hair, make-up artist, fashion director, fashion stylist, backstage team, models (from our open casting, designer is responsible for booking agency models), PR outreach, Front of House Staff, DJ, lights, sound and security, FWBK will provide food for models and crew.

EVALUATION PROCESS

- FWBK considers all applications for review
- Key factors for design consideration is; Workmanship, Style, Creativity
- Complete online application (candidate will receive automated email that application has been received by our system).
- FWBK approval team will review application and respond within 10days
- If application is approved to show, applicant will be sent an approval email with final registration instructions, which must be returned within 7 days.
- Upon final registration applicant is sent a FWBK Designers welcome packet , with additional event info and an agreement to sign

CAN I HAVE MY OWN TEAM?

- **SHOW POLICY:** Fashion Week Brooklyn Producers and style team will ultimately select all the models and overall hair and makeup looks. Creative input from designers will be considered (to ensure a cohesive show). FWBK WILL BE HAPPY TO INCLUDE DESIGNER'S BACKSTAGE TEAM AS PART OF THE FWBK BACKSTAGE CREW
- All designers must commit to the codes of professional conduct, including, but not limited to: honoring all dates set on your behalf, and attending designer general meetings, fittings and interviews.
- Designers will not be allowed to show if their fitted looks are not ready in its entirety on day of show. This also applies to arriving with more than the agreed number of looks, or unfinished garments.
- All call times for the Fitting and Runway shows must be honored.

CAN I HAVE MY OWN MODELS?

- YES from FWBK open call casted models
 - FWBK ask that Designer work with an agency for professional models, designer can offer garments in exchange (FWBK models coordination will be happy to guide designer to the best agencies in NY area)
 - Designer must submit all models info they would like to walk for their show at models@fashionweekbrooklyn.com **All requested models MUST attend the fitting.
 - Designer must submit their list of models to FWBK Casting Director prior to the fittings.
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WHEN IS MY FITTING SCHEDULE? (THIS IS VERY IMPORTANT)

- Fittings will be schedule by FWBK Fashion Director/Style Coordinator, the FWBK team will send designers the current season fitting schedule
 - Designer must attend the fittings on the scheduled time assigned for designers and their style team.
 - Fitting Location: TBD or at Designer's Studio/Showroom
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WHAT ABOUT SHOES AND ACCESSORIES?

- FWBK advise designers to collaborate with a shoe designer/company for shoes that match the designer collection.
 - If designer need assistance in the selection of shoes/accessories, FWBK style team will end their support and assistant the designer with pulling samples (no guarantees). Designer must inform FWBK Fashion Director/Style Coordinator with the designer's needs in a timely fashion in order for the team to assist .
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CAN I SELECT MY OWN SHOE OR ACCESSORIES SPONSOR?

- YES All company logos presented on FWBK website must be an official sponsor of the event.
 - FWBK will not be able to give sponsors credit to designer's personal sponsors/investors in FWBK marketing and promotion materials. Designer can create their own program and include the sponsor in the credits, (FWBK will be happy to add designers marketing materials in event gift bags). If designers sponsor/investor support the entire show,
 - FWBK will be happy to include sponsor in all FWBK marketing and promotion of the event
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WHAT ABOUT MY MUSIC FOR THE SHOW?

- FWBK engineer/DJ can play what you like. But you must have your music mixed and ready on a CD/flash drive, we request designer have two copies on the day of the show – FWBK DJ will be happy to play free style, if you have a wish list please send prior to FWBK producer. FWBK DJ would be happy to produce an original mix for designer for a fee – send request to info@fashionweekbrooklyn.com
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PRESS/MEDIA GUEST INVITE

WHAT ABOUT PRESS/MEDIA?

- FWBK will send out press releases and invite the press/media in our database. However, each designer must invite press/media from their network.
- All press/media must send requests to media@fashionweekbrooklyn.com or can registrar on line at <https://www.fashionweekbrooklyn.com/media-registration>
Designers can invite as many press/media and buyers as them like (with approval from FWBK)
- PRESS/MEDIA WITH CAMERA OR VIDEO EQUIPMENT MUST BE ACCREDITED (NO PRESS OR MEDIA WILL BE ALLOWED WITHOUT THE CORRECT FWBK CREDITIALS)
Designer can invite as many press/media/bloggers or buyers, all must be approved by FWBK
- Each Designers will have 10 VIP GUEST passes (must send VIP guest list include the guest first & last name and email address to info@fashionweekbrooklyn.com)

CAN I HAVE A BUYER OR ATTENDEES LIST?

- FWBK does not share its contact list/database, it is advised that designer network at the event and/or have designer's PR representative network on designer behalf .
 - Designer is advised to reach out to buyers and boutiques/stores owners that fits their brand and send them an invite to designer's show
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WHAT TIME SHOULD I ARRIVE?

FWBK team will send designer a call sheet (Designer's must arrive on time for all schedule appointment and show date)

WHERE IS THE SHOW LOCATION?

The show's location will be in the designer's welcome package

WHERE CAN I STAY?

Several hotels in the area of the show and around Brooklyn, offer discount during the event dates . FWBK Concierge team will send designer info on hotels and B&B in Brooklyn.

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

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



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



metro



am
NEWYORK



Bravo



BUST

CONNECT WITH US

FASHION WEEK BROOKLYN,
LIKE BROOKLYN ITSELF,
IS AN EXPERIENCE OF CONSTANT
REINVENTION,
BE A PART OF THE METAMORPHOSIS.

Founder / Director

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Publicist

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