

13 YEARS

48 SHOWS

332 DESIGNERS

25 COUNTRIES

EMPOWERING

BROOKLYN STYLE

APRIL 5-11 2020

**2020 SEASON #1 MEDIA DECK
DESIGNER COLLECTIONS**

#bkstyle #fwbk

**fw | BK FASHION WEEK
BROOKLYN**

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

**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.

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



BKSTYLE/FASHION WEEK BROOKLYN PARTNERSHIP EVENTS

CITYPOINT X FASHION WEEK BROOKLYN - "GEN K, KIDS RUNWAY SHOW"

Fashion Week Brooklyn produced a Gen K (kids' runway show hosted by City Point) Attending press, specially invited guests and the surrounding community was there to document the next generation in Brooklyn fashion. With a showcase of kids-wear designers and Retailers giving the attendees an advanced preview of products available for purchase within the shopping center

KINGS PLAZA x FASHION WEEK BROOKLYN "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 Kings Plaza Retailers Runway styled, dressed and made-up by the "open call" elite.



WHAT WE DO

DESIGNERS EXCHANGE BK STYLE x AFRICA

DESIGNERS EXCHANGE

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.

2019 HELLO AFRICA – SHOWCASE OF DESIGNERS FROM AFRICA

BK Style Foundation/FWBK supported the growth of the African fashion design market and inspired new talent from the region, to seek out international markets for sales and brand awareness. FWBK provided an opportunity to the region fashion design talent, to show in an international market, to establishing and engaging trade opportunities in the fashion sector for the region design talent. FWBK acted as an ambassador for Africa fashion designers in the International design community; exposing them to the international design business and market.



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 THEME:
**"EMPOWERING
BROOKLYN STYLE"**

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



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.

KINGS PLAZA x FASHION WEEK BROOKLYN "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 Kings Plaza Retailers Runway styled, dressed and made-up by the "open call" elite.

TAP INTO BROOKLYN'S ECO-SYSTEM

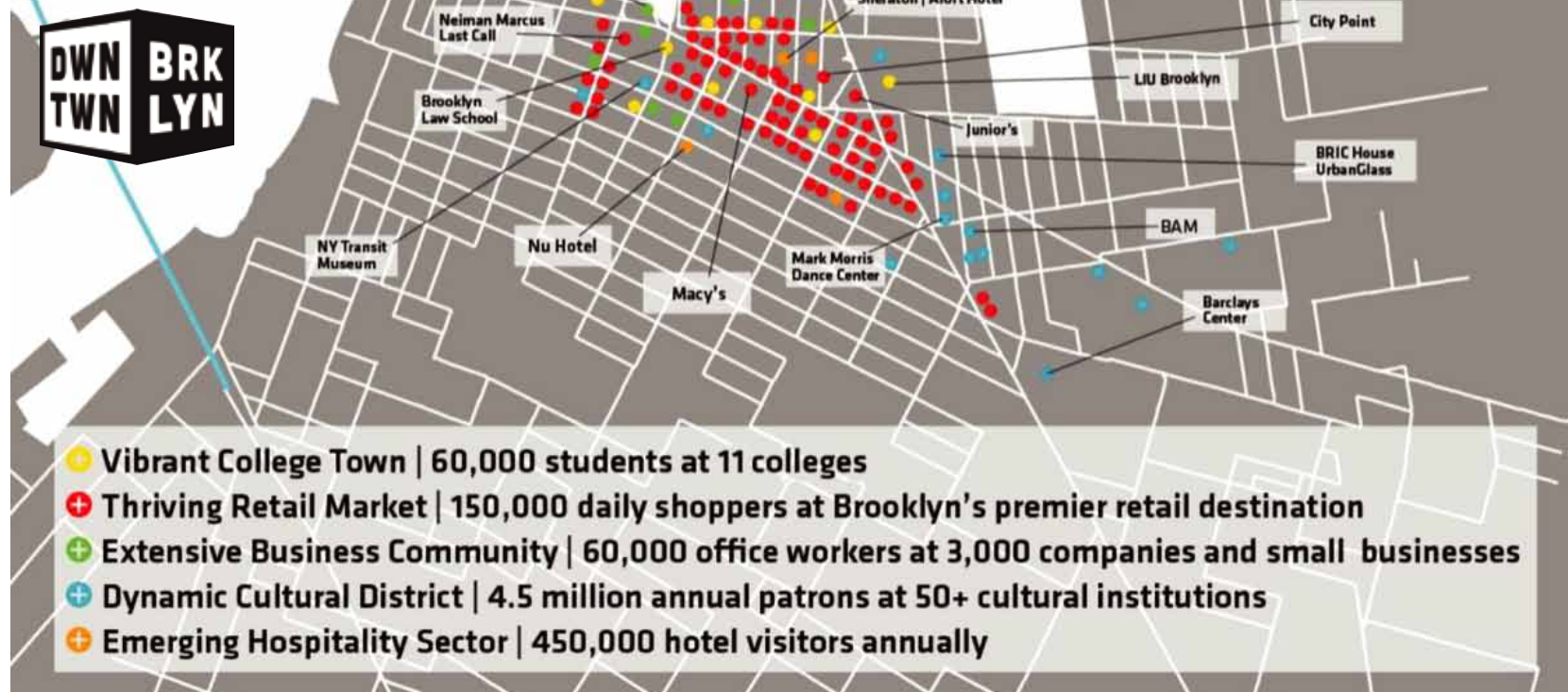
The Downtown Brooklyn Partnership serves as the primary champion for Downtown Brooklyn as a world-class business, cultural, educational, residential and retail destination

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

Instagram (x), 11.3k #fwbk

Facebook (12,000+)

Linkedin (5,000+)

Twitter (3,000+)

Youtube (500+)

MEDIA

Daily News

Euclid Magazine

No 3 Magazine

Time Out NY

AM NY

Metro NY

VOGUE



The New York Times

THE
HUFFINGTON
POST

WWD

No.3
Magazine



TELEMUNDO



NYLON

GLAMOUR

DAILY NEWS

BAZAAR



BROOKLYN
MAGAZINE



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

Fashion week brooklyn is your direct route to engage passionate consumers who make purchases for their friends and family.

STYLAGA



WWW.STYLAGA.COM

SAINT NY



WWW.SAINTNEWYORK.COM

NANACOCO



WWW.NANACOCO.COM

A black and white photograph of a man with a beard, glasses, and a hat, holding a sign that 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.

PARTNERSHIPS

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.

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



CITYPOINT



STYLAGA

COPE NYC
Creative Opportunities Promoting Equality

WE2



**RUNWAY
THE REAL WAY**



ACUMEN
CAPITAL PARTNERS LLC



STRAIGHT
WALK
RUNWAY



CLOE'S CORNER
CO-WORKING & GATHERING SPACE

**ARTS
THREAD**

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



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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