

**15 YEARS**

**49 SHOWS**

**332 DESIGNERS**

**25 COUNTRIES**

# THE FUTURE OF FASHION

**SEASON 2 2021**

SEASON 2 - OCTOBER 10-16-2021

#bkstyle #fwbk #futureoffashion

**fw | BK** FASHION WEEK  
BROOKLYN

BK STYLE / FASHION WEEK BROOKLYN BRIDGING FASHION &  
COMMUNITY A BROOKLYN ECO-SYSTEM SINCE 2006

**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**

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 support the growth of the African fashion design market and inspired new talent from the region. FWBK act as an ambassador for Africa fashion designers in the International design community; exposing them to the international design business and market.

## **2020 - BK STYLE X CARIBBEAN FASHION**

FWBK showcase a collection of designers and artist from Barbados, that captures the diversity, creativity and the integrity of Caribbean Fashion and Art.

## **2020 - BK STYLE X MANILA FASHION**

“Season 2020 Manila” a collaboration of the industry professional; Fashion Designers, Models, and Hair and Make-up Artist, Fashion Influencers, Photographers and Videographers and our Media partners to showcase the Designers’ available collections. The fashion virtual runway show is the first of its kind entirely produced from the designer’s location in the Philippines



# 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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**SEASON2 2021  
OCTOBER 10-16-21**

**SEASON1 2022  
APRIL 2022, DATES TBC**

**SEASON2 2022  
OCTOBER 2022, DATES TBC**



# #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:**  
**"THE FUTURE OF FASHION"**

**LOCATION:**  
**BROOKLYN/VIRTUAL**

## **DAY 1**

Event 1, Event 2, Event 3  
Designers Collection  
Showcase

## **DAY 2**

Event 1, Event 2, Event 3  
Designers Collection  
Showcase

## **DAY 3**

Event 1, Event 2, Event 3  
Designers Collection  
Showcase

## **DAY 4**

Event 1, Event 2, Event 3  
Designers Collection  
Showcase

## **DAY 5**

Event 1, Event 2, Event 3  
Designers Collection  
Showcase

## **DAY 6**

Event 1, Event 2, Event 3  
Designers Collection  
Showcase

## **DAY 7**

Event 1, Event 2, Event 3  
Designers Collection  
Showcase

## **DAY 8**

Event 1, Event 2, Event 3  
Designers Collection  
Showcase

# PARTNERSHIPS

## **SUSTAINABLE FASHION WEEK x BK Style 7 DAYS OF SUSTAINABLE FASHION**

A 7-day live and Virtual Event in both NYC & NJ 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 it is the future of fashion.

**Digital Fashion Week NY (DFWNY) x BK Style** is a hub for exhibiting fashion through innovative virtual means. Our mission to influence the future of fashion by providing a central exhibition space for designers, 3D artists, 3d modelers, AI, design software and wearable technology to interact. DFWNY offers a 360 digital experience to the fashion industry. Our model supports sustainability, individuality, creativity. It provides an equal platform for all members of the digital fashion industry from the self-taught 3D artist to the global fashion brand.

**Brooklyn Beauty/Fashion Labo (BBFL) x BK Style** is dedicated to serving artists and designers as a bridge between Brooklyn and Japan. BBFL is partnering with the BK Style Foundation will be an ongoing relationship that will open doors for emergent Brooklyn fashion designers and other creatives to the Japanese market.

**GLOBAL FASHION EXCHANGE (GFX) x BK Style** (Swap America with Lablaco). GFX is an international platform and consultancy promoting sustainability in the fashion industry with inspiring forums, educational content and cultural events. GFX empowers brands and consumers to take action for a better environment. We started with one clothing swap and our passion had led us on a path that has expanded our network of passionate change-makers globally.

## **COPE NYC x BK Style**

is an event partnership hosting and collaborating with Fashion Week Brooklyn at Acumen . Co-producer of "Art Meets Fashion" with the Brooklyn Beauty Fashion Labo, a virtual showcase of art and fashion.

## TAP INTO BROOKLYN'S ECO-SYSTEM

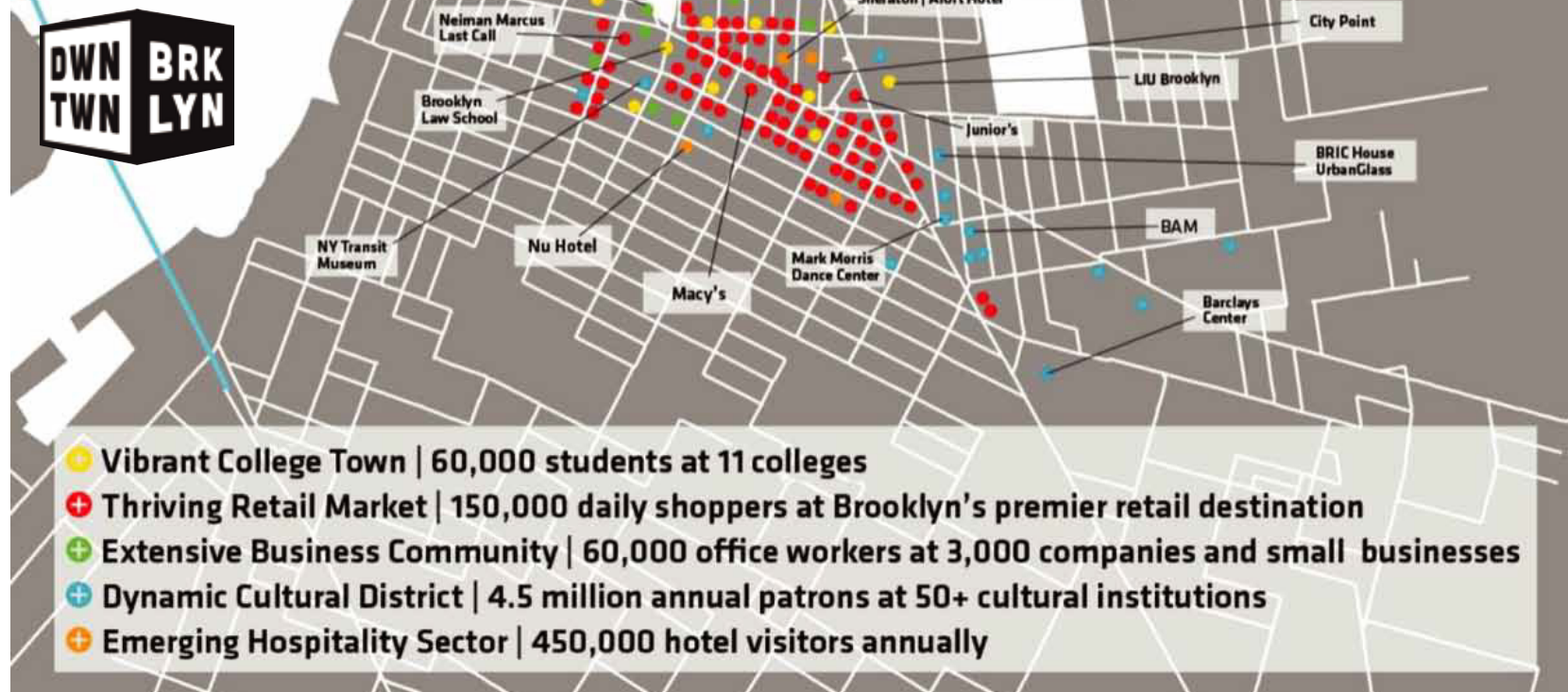
The Downtown Brooklyn Partnership serves as the primary champion for Downtown Brooklyn as a world-class business, cultural, educational, residential and retail destination

**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](http://WWW.STYLAGA.COM)

SAINT NEW YORK



[WWW.SAINTNEWYORK.COM](http://WWW.SAINTNEWYORK.COM)

NANACOCO



[WWW.NANACOCO.COM](http://WWW.NANACOCO.COM)

SPARTI SCENTS



[WWW.SPARTISCENTS.COM](http://WWW.SPARTISCENTS.COM)



# BKSTYLE SWAP AMERICA

## BK STYLE SWAP ACROSS AMERICA

BK Style Swap Across America, is a pop-up swap event to celebrate Swapping with Global Fashion Exchange, Lablaco, Swapchain and Sustainable Fashion Week across the USA and internationally. The Mission is to save the landfills of items that can be use by another person and can be share without a cost to the individual, creating a sustainable lifestyle.

Our mission is to create a sustainable planet with less consumerism. BK Style Swap Across America is giving consumers the chance to participate and discover fashion through swapping.

BK Style Swap Across America event, our partner Lablaco created Digital platform to make the swapping easy, participants will be able to activate a SWAPCHAIN account, and then bring the items to the BK Style Swap Across America events. BK Style will collaborate with organizations across America to create a swap event as part of an educational project or fundraising event.

LABLACO is a universal platform connecting all stakeholders to accelerate digitization and transition towards a multi-dimensional circular economy for fashion. By digitizing fashion, we are redefining the relationships between suppliers, designers, brands, retailers, content creators, and individual customers through transparency and circularity. Welcome to the next-generation ecosystem of fashion empowering art, design, science, and engineering.

# ALIGN WITH OUR PARTNERS

Brooklyn Borough President's Office  
 Downtown Brooklyn Partnership  
 Council Member Laurie Cumbo  
 Sustainable Fashion Week  
 Digital Fashion Week  
 Global Fashion Exchange  
 Brooklyn Beauty Fashion Labo  
 Thunderlily  
 COPE NYC  
 Swap Chain  
 GFX  
 Lablaco  
 The Canvas by Querencia  
 Materials for the Arts  
 BRIC Arts Media Brooklyn  
 Denim Day NYC  
 Brooklyn Fashion Academy  
 Made In NYC  
 Made In Brooklyn Tours  
 WE2 Incubator  
 Project Warehouse

**BE A PART OF OUR ECO-SYSTEM**

THUNDERLILY @WE2  
FASHION • TECH • DESIGN



lablaco



GFX

THE CANVAS

BY QUERENCIA

ACUMEN  
CAPITAL PARTNERS LLC

MADE IN  
NYC™

BROOKLYN  
BEAUTY/  
FASHION  
LABO



SWAPCHAIN

DFW | DIGITAL  
NEW YORK FASHION  
WEEK NY

Project  
WAREHOUSE



# 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

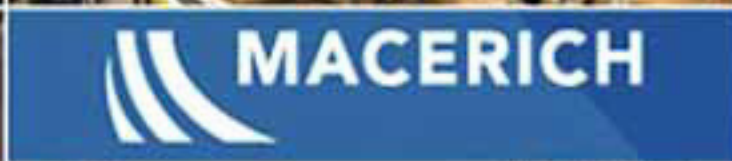
Time spent increased by 15 minutes per visitor

### 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

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.

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

## 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

# 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 our 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



# 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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