
Apply for NEWGEN: 2020-2021

I have read and understood the terms of entry and guidance notes set out on the previous page.

NEWGEN: Annual Application

If you would declare yourself disabled under the Disability Act 1995 and need any support accessing this application form, or need it in a different format like accessible PDF, large print, easy read, or audio recording, please contact: newgen@britishfashioncouncil.com

| COMPANY INFORMATION

Brand name*

Company name

(If different from brand name)

You must be a company limited by guarantee and registered at Companies House to apply for this funding.

Tick here if you have read and understood the above statement *

Registration number*

Address line 1*

Address line 2

Address line 3

City*

Postcode*

Country*

Telephone*

Instagram*

Website*

Number of years in business

(Max 3)*

Number of full time employees*

Number of paid employees part-time *

Number of interns *

Who looks after your PR? *

The British Fashion Council has a zero-tolerance policy for racism and discrimination and is committed to supporting the fashion industry to activate positive change so that all can benefit from our work. As part of a number of measures we are taking in our commitment to advocate for diversity and inclusivity, we are reviewing our networks to broaden representation, overcome potential unconscious bias and ensure equality.

We kindly ask you to fill in the below questionnaire so that we can understand the ethnicity, gender and disability status of your staff.

| STAFF DIVERSITY %

Please indicate below the percentage of your staff that relates to each ethnicity group.*

White British*	<input type="text"/>	White Irish*	<input type="text"/>	Other White*	<input type="text"/>
Mixed White & Black Caribbean*	<input type="text"/>	Mixed White & Black African*	<input type="text"/>	Mixed White & Asian*	<input type="text"/>
Other Mixed/Multiple Ethnic*	<input type="text"/>	Asian Indian*	<input type="text"/>	Asian Pakistani*	<input type="text"/>
Asian Bangladeshi*	<input type="text"/>	Chinese*	<input type="text"/>	Other Asian*	<input type="text"/>
Black Caribbean*	<input type="text"/>	Black African*	<input type="text"/>	Other Black*	<input type="text"/>
Arab*	<input type="text"/>	Other Ethnic*	<input type="text"/>	Not Declared*	<input type="text"/>

Please indicate below the percentage of your staff that relates to each gender identity.*

Male	<input type="text"/>	Female	<input type="text"/>	Non-binary	<input type="text"/>
Prefer to self-describe	<input type="text"/>	Not Declared	<input type="text"/>		

Under the 1995 Disability Discrimination Act, this could be a physical or mental impairment which has a substantial and long-term adverse effect on the ability to carry out day to day activities (e.g. dyslexia, hearing/visual impairments, mental health issues, epilepsy and cancer).

Please indicate the percentage of your staff that has declared themselves disabled.*

COMPANY OWNERSHIP*

Current organisation structure including employees and roles, consultants, advisors and professional organisations you work with. Max 100 words*

Please enter each owner's name, their relationship to you and the percentage of the business that they own

Please indicate the diversity information of the business majority ownership from the categories listed below. Business majority ownership is defined as at least 50% of the individuals who own the business, or at least 50% of the composition of senior management.*

Ethnicity*	<input type="text" value="-select-"/>
Gender identity?*	<input type="text" value="-select-"/>
Under the definition in the 1995 Disability Discrimination Act, is the majority ownership disabled?*	<input type="text" value="-select-"/>

PRODUCT CATEGORY*

- | | | |
|---------------------------------------------------|-------------------------------------------------|----------------------------------------------------|
| <input type="checkbox"/> Ready-to-Wear Womenswear | <input type="checkbox"/> Ready-to-Wear Menswear | <input type="checkbox"/> Ready-to-Wear All Genders |
| <input type="checkbox"/> Shoes | <input type="checkbox"/> Jewellery | <input type="checkbox"/> Bags |
| <input type="checkbox"/> Millinery | | |

COMPANY & DESIGNER BACKGROUND

Short description of your brand. Max 100 words*

Historically have you produced a catwalk or presentation?*

- Yes No

if yes to the above, where did it take place?

Creative Director/Designer's name*

Creative Director/Designer background. E.g. design education, training, previous jobs of relevance. Max 100 words*

Creative Director/Designer direct email*

Please indicate the diversity information of each designer from the categories listed

below. Ethnicity*

Gender identity?*

Under the definition in the 1995 Disability Discrimination Act, is the majority ownership disabled?*

Under the 1995 Disability Discrimination Act, this could be a physical or mental impairment which has a substantial and long-term adverse effect on the ability to carry out day to day activities (e.g. dyslexia, hearing/visual impairments, mental health issues, epilepsy and cancer).

CONTACT DETAILS

Please provide the details of who we should contact, in case we have any questions regarding your application.

First name*

Surname*

Position at the company*

Direct email*

PA email, if applicable

Mobile number*

SUPPORT APPLYING FOR

I/WE WISH TO APPLY FOR THE FOLLOWING [PLEASE TICK ALL THAT APPLY]*

- NEWGEN Supported Catwalk Show (Physical) NEWGEN Supported DiscoveryLAB Presentation (Physical) NEWGEN Supported Digital Schedule Activation
- NEWGEN Supported Installation/Exhibition stand (Physical)

Please note: NEWGEN Supported Physical Activations are dependent on the BFC hosting a LFW Hub, which be dependent COVID-19 Restrictions at the time.*

CREATIVE MERIT

Please describe your design approach and aesthetic. Max 200 words*

Please write a statement on how you and your brand have contributed to the voice of UK fashion and have given back your time to support and further the fashion industry*

Have you been supported by the BFC before ?*

Yes No

If yes, please specify (e.g. BFC Scholarship,NEWGEN,Fashion Trust, LONDON show ROOMS,BFC Vogue Designer Fashion Fund).

Have you been part of or received funding from any other talent initiative?*

Yes No

If yes please specify (Fashion East, LVMH Prize, Sarabande, Other)

Please upload a PDF look book from your last two collections (Maximum file size is 2MB)*

 No file chosen

Please Upload your latest press book with a PDF upload field (Maximum file size is 2MB)*

Choose file No file chosen

We recommend that you submit a video as part of your application, no longer than 5 minutes, describing your brand and how NEWGEN support would benefit your brand. The best way to do this is to add your video to YouTube or Vimeo, mark as unlisted or private and submit the link

POSITIVE FASHION

Please write a statement on how you are addressing the three pillars of Positive Fashion: Environment, People and Craftsmanship & Community - visit the Institute of Positive Fashion website to find out more about the pillars. Max 200 words*

SALES & STOCKISTS

UK sales agent

Yes No

Name

Overseas sales agent

Yes No

Name

Country

Previous exhibitions in UK

Previous exhibitions overseas, if international please note which country

Do you have an own label UK shop*

Yes No

Does your website support e-Commerce?*

Yes No

Please provide your retail price range GBP*

(Minimum)

(Maximum)

Please provide your wholesale price range GBP*

(Minimum)

(Maximum)

List of top 5 UK stockists. Please include store name and city*

Total number of international stockists*

Total number of countries in which you are stocked*

List of top 10 international stockists. Please include store name and country*

Which regions/countries do you have trademark registered in?*

MANUFACTURING

Type of manufacturing*

Details of manufacturer(s)*

Main country of manufacturing*

-select-

FINANCIAL OVERVIEW

Annual turnover 2021 - date (in £ Sterling)*

please include consultancy, teaching and collaboration fees

Annual turnover 2020 (in £ Sterling)*

Please include consultancy, teaching and collaboration fees

Annual turnover 2019 (in £ Sterling)*

Please include consultancy, teaching and collaboration fees

Wholesale sales for last 4 seasons (in £ Sterling)*

Jan 2021/Feb 2021

June 2020/Sept 2020

Jan 2020/Feb 2020

June 2019/Sept 2019

FUTURE STRATEGY

Please set out below a 500-word summary of how you see your business moving forward over the next two years, including details of your brand identity, anticipated commercial activity and why you should receive the award. Max 500 Words.*

What business challenges are you facing at the moment? Please list the top 4*

If you have a business plan, please attach. If you do not have a business plan, successful applicants will work closely with our Business Support team to build one.

Please note that documents should be less than 1MB and be of .doc or PDF format.

 No file chosen

DESIGNER SHOWROOMS

If your application is unsuccessful, would you like to apply to be a part of the Digital Designer Showrooms?*

Yes No

REFEREES

REFEREE 1

Name*

Company*

Position*

Contact email*

Relationship*

Referee 2

Name*

Company*

Position*

Contact email*

Relationship*

| CONFIRMATION

Name of the person completing the application *

Email address of the person completing the application*

By ticking the box, I agree to have read and understood the terms of entry and applicant acknowledgement and the information I have entered is correct. *

Applicant Acknowledgement

By completing the online form and ticking the box, I agree to have read and understood the terms of entry and guidance notes and will accept that the decisions made by the selection panel are final.

The information supplied in this application is used by the judging panel under Confidentiality Agreement to make decisions. If chosen as a shortlisted finalist for the NEWGEN, I agree to be interviewed, photographed and/or filmed throughout the application process and to execute all agreements and/or releases which may be required in connection therewith, and that my application, including personal data, will be shared within the BFC for the purposes of business support and to inform me of future opportunities.

In accordance with the Data Protection Act 1998, the British Fashion Council guarantees that information given on this form will not be used to discriminate against you in any way. Additionally, the British Fashion Council strives to ensure that all personal information revealed in this form will be stored securely and accurately. Your personal details will not be divulged to, or shared with, any third party or used for any other reason than to measure the impact and success of this project. While the British Fashion Council will endeavour to ensure that your business data remains up to date, we would appreciate if you could notify us of any change in circumstances.

Accordingly, to measure the effectiveness of our work we monitor the ethnicity, gender and disability status of everyone supported by the initiative.

Further information about the British Fashion Council's Data Policy can be found here: <https://www.britishfashioncouncil.co.uk/Policy>

Thank you for submitting your application form. We will be in touch mid-April with a response to your application.

For any further enquiries please contact:

newgen@britishfashioncouncil.com