

BFC FASHION TRUST APPLICATION 2024

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*

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

Address line 1*

Address line 2

Address line 3

City*

Postcode*

Country*

Telephone*

Website*

Instagram*

Please copy and paste the full URL link, do not provide handles. Example of valid URL link: <https://www.instagram.com/{username}>

When did you launch your brand?* (Year & Month)

Year

Month

When did you incorporate your business as a Limited Company?* (Year & Month)

Year

Month

When did you start actively trading as a Limited Company?* (Year & Month)

Year

Month

Number of full-time employees currently on payroll, excluding yourself?*

Number of part-time employees currently on payroll, excluding yourself?*

Number of interns?*

PR Agency?*

COMPANY OWNERSHIP*

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

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

Is your business a subsidiary of/owned by a larger entity (no more than 25%)*?

Yes No

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*

These ethnic groups do not represent how all people identify. We encourage applicants to write in their ethnicity using their own words if they do not identify with any groups on the list.

-select- ▼

Gender identity?*

-select- ▼

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

-select- ▼

STAFF DIVERSITY

The British Fashion Council (BFC) is activating a long-term plan to create a more diverse and equitable fashion industry. As part of a number of measures we are taking in our commitment to advocate for positive change, we would appreciate your time in completing the below information so we are able to monitor engagement and representation across our education networks.

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

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

These ethnic groups do not represent how all people identify. We encourage applicants to write in their ethnicity using their own words if they do not identify with any groups on the list.

Asian Indian

Asian Pakistani

Asian Bangladeshi

Asian Chinese

Any other Asian background

Black Caribbean

Black African

Any other Black, Black British, or Caribbean background

Mixed White & Black Caribbean

Mixed White & Black African

Mixed White & Asian

Any other Mixed or multiple ethnic background

White English, Welsh, Scottish, Northern Irish or British

White Irish

White Gypsy or Irish Traveller

White Roma

Any other White background

Arab

Any other ethnic group

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

Male

Female

Non-binary

Prefer to self-describe

Not Declared

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 number of your staff that has declared themselves disabled*

COMPANY & DESIGNER BACKGROUND

Short description of your brand. Max 150 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*

ADD ANOTHER DESIGNER

PRODUCT CATEGORY*

Ready-to-Wear Womenswear

Shoes

Millinery

Ready-to-Wear Menswear

Jewellery

Other Accessories

All Ready-to-Wear

Bags

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

Ethnicity*

These ethnic groups do not represent how all people identify. We encourage applicants to write in their ethnicity using their own words if they do not identify with any groups on the list.

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).

ADD ANOTHER DESIGNER

PRODUCT CATEGORY*

- Ready-to-Wear Womenswear
- Shoes
- Millinery

- Ready-to-Wear Menswear
- Jewellery
- Other Accessories

- All Ready-to-Wear
- Bags

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. Max 200 words*

Please provide a link to the look book from your last two collections* (if sharing via Google Drive please ensure that anyone on the internet with this link can view and do not submit any work using expiring links eg WeTransfer)

Please provide a link to your latest press book* (if sharing via Google Drive please ensure that anyone on the internet with this link can view and do not submit any work using expiring links eg WeTransfer)

Have you been supported by the BFC before?*

- Yes No

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

If yes please specify (e.g. BFC Scholarship, NEWGEN, Fashion Trust, LONDON show ROOMS, BFC/GQ DESIGNER FASHION FUND) required

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

- Yes No

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

If yes please specify (e.g. Fashion East, LVMH Prize, Sarabande, Other) required

Have you applied for a BFC Fashion Trust grant before?*

- Yes No

How many times have you applied, excluding this application?*

How many times have you applied, excluding this application is required

How many times have you been awarded a BFC Fashion Trust grant?*

How many times have you been awarded a BFC Fashion Trust grant is required

Previous BFC Fashion Trust Recipients. Please outline how you utilised the previous financial grant and the mentoring support you were awarded, highlighting the impact they had on your business and return on investment. Max 200 words

SALES

Tick what applies to your business structure from the list below:

	YES	NO
WHOLESALE*	<input checked="" type="radio"/>	<input type="radio"/>
ONLINE DIRECT-TO-CONSUMER* (If applying as a DTC-only business, you must have been trading via your own ecommerce or social media channels for at least 2 years and a have minimum £100,000 annual sales.)	<input checked="" type="radio"/>	<input type="radio"/>
PHYSICAL RETAIL*	<input checked="" type="radio"/>	<input type="radio"/>

How many stockists do you have?*

How many stockists do you have? required

Please give details of up to 6 of your top stockists

Country*

City*

Store Name*

Website*

Category*

ADD STOCKIST

STOCKISTS	COUNTRY	CITY	STORE NAME	WEBSITE	CATEGORY	ACTION
No stockist added.						

What percentage of your wholesale business is UK-based or international?*

UK

EU

NA (North America)

LATAM (Latin America)

APAC (Asia Pacific)

OTHER

Please tell us how many stores your directly operate and where?*

Please tell us how many stores your directly operate and where? required

Please provide your wholesale price range (in £)*

(Minimum)

Minimum range required

(Maximum)

Maximum range required

Please provide your retail price range (in £)*

(Minimum)

Minimum range required

(Maximum)

Maximum range required

MANUFACTURING

Types of manufacturing	YES	NO	Countries of manufacturing
CMT (Cut, make, trim)*	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Fully Factored*	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Other*	<input type="radio"/>	<input type="radio"/>	<input type="text"/>

FINANCIAL INFORMATION

Please download and complete the financial summary and cash flow templates, following the instructions given within the template.

📄 DOWNLOAD - Financial Template Guidance Notes

📄 DOWNLOAD - Financial summary template

📄 DOWNLOAD - Cash flow template

Please upload your fully completed financial summary* (Please refer to the guidelines PDF and use the provided financial template, keeping in excel format to upload. Maximum file size is 2MB)

Choose File no file selected

Please upload your fully completed cash flow template* (Please refer to the guidelines PDF and use the provided financial template, keeping in excel format to upload. Maximum file size is 2MB)

Choose File no file selected

Please upload your last filed year end accounts (PDF maximum file size is 2MB)*

Choose File no file selected

Turnover Year End 2022*

Turnover Year End 2023*

Please provide a breakdown of your wholesale sales for the last 4 seasons

Season*

Sales (in £)*

Sales amount is required for the selected season

Sales amount is required for the selected season

Sales amount is required for the selected season

Sales amount is required for the selected season

Please provide your DTC sales for the past two years (or sales to date)*

Year (Year 1)*

Year (Year 2)*

Sales (in £) (Year 1)*

Sales in year 1 required

Sales (in £) (Year 2)*

Sales in year 2 required

FUTURE STRATEGY

Describe your business development strategy and business model over the next three years, outlining plans to keep your business financially viable. Max 200 Words*

Please note that grant money should relate to a defined project that will be delivered within a set period of time. Therefore, it should not be used to employ permanent staff or to cover expenses that will extend beyond the length of the project.

Total amount you are applying for (Max £50,000)*

Please outline your proposal for the fund with up to 3 business activities you would like to receive funding for. Please provide a cost and funding breakdown for each activity. Max 100 words per entry*

Describe how the project will impact your business and contribute to your wider growth strategy? Please demonstrate a clear return on investment. Max 200 Words*

Please outline the mentoring support you will require to achieve each activity and how this is likely to impact your business. Max 200 Words*

REFEREES

REFEREE 1

Name*

Company*

REFEREE 2

Name*

Company*

Position*

Contact email*

Relationship*

Position*

Contact email*

Relationship*

INSTITUTE OF POSITIVE FASHION

IPF Standards - Minimum/Bronze Level

The Institute of Positive Fashion (IPF) has developed a set of 'Minimum' and 'Bronze' Standards for BFC Fashion Trust designer participants and its programme of events.

Each of the 'Minimum' and 'Bronze' standards are mapped against the UN's 2030 Agenda for Sustainable Development Goals (SDGs), ranging from ending poverty and deprivation to improving health and education, reducing gender inequalities, developing responsible production and consumption, implementing climate action, and saving our oceans and forests. These 17 SDGs are a united call for action by nations across the globe.

The Standards apply to seven focus areas of a garment's life cycle: #1 strategic direction, #2 raw material sourcing, #3 design, #4 manufacturing and distribution, #5 retail, consumer engagement and post-consumer, #6 working conditions and #7 fashion shows.

Our aim is for all BFC Fashion Trust participants to comply with the stipulations of each focus area by integrating the Minimum and Bronze Standards into the criteria, allowing us to assess and monitor.

We are grateful to Copenhagen Fashion Week Sustainability Action Plan 2020-2022 for taking the lead in devising these sustainable requirements which have helped to shape our Standards.

1. STRATEGIC DIRECTION		LEVEL	YES	NO	SUPPORTING INFORMATION
1	We will implement sustainability and international standards into our business, to protect workers rights, the environment and climate*	Bronze	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
2	We have a Diversity and Inclusivity policy and create equal opportunities, foster good working relationships between people, especially when hiring staff for management positions*	Minimum	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
3	We do not destroy surplus stock that is unsold or returned*	Minimum	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
4	We recognise the value of the UN Sustainable Development goals as a framework for good business practice*	Minimum	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
5	We will develop a circular services business model (CSBM) to achieve our long-term sustainability strategy and help guide our business practices*	Bronze	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
6	Within our plan, we will align with UN's 2030 Sustainable Development Goals #8, #9, #12 and #13 to promote productive employment, develop industry infrastructure, ensure responsible production and consumption and protect the planet*	Bronze	<input type="radio"/>	<input type="radio"/>	<input type="text"/>



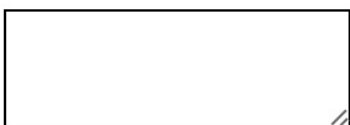
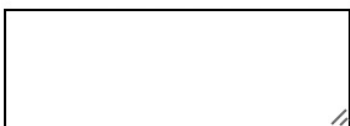
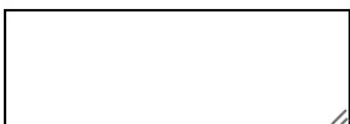

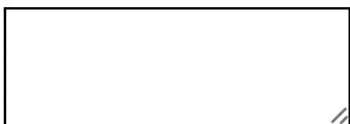

7	We will monitor and review regulatory changes that originate in the EU and will shape UK legislation, including EPR and Digital Passports. We understand these changes will impact our product design, manufacture and business model*	Bronze	<input type="radio"/>	<input type="radio"/>	
8	We ensure that any and all our environmental and social sustainability claims for our products are accurate, and supported with evidence*	Minimum	<input type="radio"/>	<input type="radio"/>	
9	We will have a robust Environmental and Social Sustainability strategy for our business*	Bronze	<input type="radio"/>	<input type="radio"/>	

2. RAW MATERIAL SOURCING - Ambition: Use of safe, renewable and recycled inputs		LEVEL	YES	NO	SUPPORTING INFORMATION
10	We will have a preferred materials list in place*	Bronze	<input type="radio"/>	<input type="radio"/>	
11	We will have a list of restricted substances in place, following the requirements of the EU REACH directive, and engage with our suppliers to ensure compliance*	Bronze	<input type="radio"/>	<input type="radio"/>	
12	We will work towards the target industry 45% reduction in emissions from our fibre and raw material selection*	Bronze	<input type="radio"/>	<input type="radio"/>	
13	We know what all our products are composed of (including tags, zippers, basic fabrics, buttons) and we create a list of all the raw materials and components required to make our products*	Minimum	<input type="radio"/>	<input type="radio"/>	
14	We consider local sourcing of our materials*	Minimum	<input type="radio"/>	<input type="radio"/>	
15	At least 25% of our collection is designed with mono-fibres*	Minimum	<input type="radio"/>	<input type="radio"/>	

3. DESIGN - Ambition: Zero-waste pattern cutting, design with circularity		LEVEL	YES	NO	SUPPORTING INFORMATION
16	We find a second life for our toiles by reusing, recycling and remaking into unique garments, objects and accessories. Or we use digital software to develop our toiles, instead of making a physical sample*	Minimum	<input type="radio"/>	<input type="radio"/>	
17	Our design approach connects the product's intended use with appropriate material choices such as recycled and renewable materials and/or post-production offcuts*	Bronze	<input type="radio"/>	<input type="radio"/>	

18	We recognise that waste and pollution are the result of faulty design decisions at the start and that it can be eliminated through circular business practices*	Bronze	<input type="radio"/>	<input type="radio"/>	
19	We have a plan for leftover threads, trims, fillings and production scraps to be turned into new parts and clothing*	Minimum	<input type="radio"/>	<input type="radio"/>	
20	We will design products in line with the principles of a circular economy, by preserving the value of a product in the system, by designing for upgradeability, modularity, repair, refurbishment and reuse*	Bronze	<input type="radio"/>	<input type="radio"/>	
21	We consider the end-of-life process, as recognise this can be inevitable for some products. The focus will then shift to maximising the sustainability of the end-of-life process by designing for redesign, disassembly, and recycling*	Minimum	<input type="radio"/>	<input type="radio"/>	
22	Some of our collection is upcycled or uses recycled inputs*	Minimum	<input type="radio"/>	<input type="radio"/>	

4. MANUFACTURING AND DISTRIBUTION - Ambition: To reduce the volume of new physical clothing, and meet UK net zero ambitions		LEVEL	YES	NO	SUPPORTING INFORMATION
23	Some of our collection is made of pre- and/or post-consumer waste*	Minimum	<input type="radio"/>	<input type="radio"/>	
24	We will plan to assess our supply chain, by getting in touch with our suppliers and factories, with a view to use renewable energy across our operations *	Bronze	<input type="radio"/>	<input type="radio"/>	
25	We actively are phasing out or do not utilise single-use plastic packaging, in preference to recycled, biodegradable, or compostable *	Bronze	<input type="radio"/>	<input type="radio"/>	
26	We have plans to meet emissions targets as set out by the UNFCCC Fashion Industry Charter, and will review this every year given changing climate science*	Bronze	<input type="radio"/>	<input type="radio"/>	
27	We have plans to reduce excess production*	Bronze	<input type="radio"/>	<input type="radio"/>	
28	We have plans to start reporting energy-related CO2 emissions from the use of fuels and electricity across our operations, to support the UK transition to net zero *	Minimum	<input type="radio"/>	<input type="radio"/>	

5. RETAIL, CONSUMER ENGAGEMENT, AND POST-CONSUMER		LEVEL	YES	NO	SUPPORTING INFORMATION
29	We will meet our organisation's 2030 UN SDG targets, by ensuring all our employees have access to effective and relevant learning through formal, non-formal and informal training *	Bronze	<input type="radio"/>	<input type="radio"/>	
30	We will educate and inform our customers about sustainable practices both on-line and in-store *	Bronze	<input type="radio"/>	<input type="radio"/>	
31	We will respond to the UK's 2024 Extended Producer Responsibility (EPR) regulations on packaging by reducing the amount of packaging used, minimise the packaging waste which goes to landfill, and increasing the amount of recyclable, recycled, biodegradable/compostable or repurposable alternatives *	Bronze	<input type="radio"/>	<input type="radio"/>	
32	We will design all our product labels to include clear instructions on care and disposal, including washing, mending, drying, repairing, and recycling and how they might meet recognised environmental performance (GOTS) standards *	Bronze	<input type="radio"/>	<input type="radio"/>	
33	We plan to ensure all our product labels include clear instructions on care such as washing, mending, drying, repairing, and recycling *	Minimum	<input type="radio"/>	<input type="radio"/>	
34	We process customer feedback and loop data into our design and development process *	Minimum	<input type="radio"/>	<input type="radio"/>	
35	We will gather feedback through the customer journey in the pre-purchase and post-consumer phase and share insights to the design team, suppliers and manufacturers *	Bronze	<input type="radio"/>	<input type="radio"/>	
36	We do not mislead our consumers regarding the efforts of our business to be environmentally-friendly *	Minimum	<input type="radio"/>	<input type="radio"/>	

6. WORKING CONDITIONS		LEVEL	YES	NO	SUPPORTING INFORMATION
37	We are committed to exercising due diligence in our supply chain according to international guidelines and standards and work with our suppliers to ensure e.g., freely chosen employment, secure employment and no child labour *	Minimum	<input type="radio"/>	<input type="radio"/>	
38	We are committed to operating a safe, healthy and respectful working environment for all our employees, free from harassment and discrimination and where everyone enjoys equal opportunities regardless of gender, ethnicity, age, political/religious/sexual orientation, physical appearance and ability *	Minimum	<input type="radio"/>	<input type="radio"/>	

39	We will have a plan in place to pay all workers a living wage which as defined by Labour Behind the Label "enables workers to meet their needs for nutritious food and clean water, shelter, clothes, education, health care and transport as well as providing a small discretionary income"	Bronze	<input type="radio"/>	<input type="radio"/>	
40	We will have a plan in place, in the next 12 months, to educate our employees on social and environmental sustainability by offering mandatory training programmes and/or educational material for all departments	Bronze	<input type="radio"/>	<input type="radio"/>	
41	We have a Working Conditions policy in place, to cover the following : 1 - Complaints mechanism in place to gather feedback and take action, 2 - Ensure that all conduct is honest, fair, equal, non-discriminatory and law abiding, 3 - Apply the same professional standards regardless of an individual's gender, race, ethnicity, religion or beliefs, disability, sexual orientation, marital status or age, 4 - Do not partake in any activity or behaviour that amounts to professional misconduct	Minimum	<input type="radio"/>	<input type="radio"/>	

7. FASHION SHOWS		LEVEL	YES	NO	SUPPORTING INFORMATION
42	Our set design is zero waste	Bronze	<input type="radio"/>	<input type="radio"/>	
43	We intend to reduce, inset and offset the carbon footprint of our show (in that order)	Bronze	<input type="radio"/>	<input type="radio"/>	
44	All food and beverages are served in recycled or reusable/recyclable packaging, including cutlery, tableware and straws	Minimum	<input type="radio"/>	<input type="radio"/>	
45	We consider diversity, equity and inclusivity when casting models	Minimum	<input type="radio"/>	<input type="radio"/>	
46	We use digital instead of paper invitations	Minimum	<input type="radio"/>	<input type="radio"/>	
47	We only offer organic food and snacks – preferably vegetarian/vegan, local or fair trade	Bronze	<input type="radio"/>	<input type="radio"/>	

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

CONTACT DETAILS

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

First name*	Direct email*
<input type="text"/>	<input type="text"/>
Surname*	PA email, if applicable
<input type="text"/>	<input type="text"/>
Position at the company*	Mobile number*
<input type="text"/>	<input type="text"/>

CONFIRMATION

Tick this box if these details are the same as above

Name of the person completing the application*	Email address of the person completing the application*
<input type="text"/>	<input type="text"/>

By ticking the box, I agree to have read and understood the terms of entry and applicant acknowledgement. I confirm that the information I have entered is correct and final, and cannot be amended once submitted.*

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 judging 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 Fashion Trust, 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>

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SUBMIT