

## APPLICATION GQ DESIGNER MENSWEAR FUND FORM FOR 2020/21

### BFC/GQ Designer Menswear Fund

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 (link here), large print, easy read, or audio recording, please contact: [bfcgqfund@britishfashioncouncil.com](mailto:bfcgqfund@britishfashioncouncil.com)

#### COMPANY INFORMATION

Brand name\*

City\*

Company name  
(if different from brand name)

Postcode\*

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

Country\*

Registration number\*

Telephone\*

Address line 1\*

Instagram\*

Address line 2

Website\*

Address line 3

Number of years in business\*

Number of full time employees\*

#### STAFF DIVERSITY %

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

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

White British

White Irish

Other White

Mixed White & Black Caribbean

Mixed White & Black African

Mixed White & Asian

Other Mixed/Multiple Ethnic

Asian Indian

Asian Pakistani

Asian Bangladeshi

Chinese

Other Asian

Black Caribbean

Black African

Other Black

Arab

Other Ethnic

Not Declared

Please indicate below the percentage 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 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\*

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\*

Company ownership\*

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

Gender identity?\*

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

## PRODUCT CATEGORY(MUST MARK ONE OF THESE)\*

Ready-to-Wear Menswear

Ready-to-Wear All Genders

Ready-to-Wear Womenswear

Shoes

Jewellery

Bags

Millinery

## 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(s)/Designer background. E.g. design education, training, previous jobs of relevance. Max 50 words\*

Creative Director/Designer direct email\*

ADD ANOTHER DESIGNER

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\*

## 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\*

Have you been supported by the BFC before?\*

Yes  No

If yes please specify (Scholarship, NEWGEN, Fashion Trust, LONDON show ROOMS, Other (please specify))

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 specify))

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

Choose file No file chosen

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

Choose file No file chosen

## 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

Do you own a Brick-and-Mortar store?\*

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)\*

Countries of manufacturing\*

Manufacturing quality referee (current stockist or largest private client)\*

Full name\*

Company\*

Title\*

Email\*

Where your business has e-commerce please give analytics of return made due to production/quality issues\*

## FINANCIAL OVERVIEW

Please confirm your company's financial year end\*

Please download and complete the financial summary and cash flow templates, following the instructions given within the template. Please ensure that these should reflect the figures you enter in the financial sections that follow :

 [DOWNLOAD - Summary of financial information](#)

 [DOWNLOAD - Cash flow statement](#)

Please upload your completed summary of financial information (maximum file size is 2MB)\*

No file chosen

Please upload your completed cash flow statement - we require a detailed cash flow from April 2020 to at least Dec 2020. Please ensure that turnover by category and operating expenses are clear. Please include opening and closing cash positions before and after financing. (Maximum file size is 2MB)\*

No file chosen

Historic year, i.e. your last completed financial year.

Financial year end

## FUTURE STRATEGY

Describe your business development strategy and business model over the next three years. Please make clear your plans to be financially sustainable. Max 200 words\*

What business challenges are you facing at the moment? Please list the top 4. Max 200 words \*

What expertise is required in the business - full-time, parttime or consultant, paid for by the fund, to help overcome these challenges and encourage business growth? Max 200 words\*

Please outline your proposal for the fund and how the fund will contribute to the growth of your business. Please include proposed activities and costs. Max 200 words\*

Your ideal mentors / areas of mentoring you would like to receive. Max 150 words \*

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

## REFEREES

REFEREE 1

Name\*

Company\*

Position\*

Contact email\*

Referee 2

Name\*

Company\*

Position\*

Contact email\*

Relationship\*

Relationship\*

## CONFIRMATION

Name of the person completing the application \*

Email address of the person completing the application\*

## CONFIRMATION \*

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 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 the BFC/GQ Designer Menswear Fund, 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.

I hereby release the BFC, GQ, parent companies, subsidiaries and affiliates, advertising or promotion agencies, from any claim of injury or other loss that may result from my participation in the BFC/GQ Designer Menswear Fund.

After clicking 'Finish' please wait for the form to be processed. Please do not refresh or click the back button. Thank you.

In accordance with the Data Protection Act 2018, the British Fashion Council will never use your personal data in a way that you have not consented to. 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.

Thank you for applying for the BFC/GQ Fund.

Applications will be reviewed and shortlisted by a judging committee chaired by GQ Editor, Dylan Jones OBE, and CEO of the British Fashion Council, Caroline Rush CBE, alongside industry experts and funding representatives

You will be informed via email of the outcome of your application.

For further information please contact:

[bfcgqfund@britishfashioncouncil.com](mailto:bfcgqfund@britishfashioncouncil.com)