BRITISH FASHION COUNCIL FOUNDATION | NEWGEN

BFC NEWGEN APPLICATION 2023

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

COMPANY INFORMATION

Brand name*

Company name
(If different from brand name)

☐ You must be a limited Company or you must become a limited Company within 6 months of winning the award. Tick here if you have read and understood the above statement*

Are you a registered company or a sole trader*

◯ **A company limited by guarantee and registered at Companies House**
◯ **Sole Trader**

Address line 1*

Address line 2

Address line 3

City*

Postcode*

Country*

--select--

Telephone*

Website*

Instagram*
(Sample valid URL : https://www.instagram.com/{username})

(please copy and paste full URL link, do not provide handles)

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

Year | **Month**

Number of years actively trading as a Limited Company or Sole Trader?*

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

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

Number of interns?*

Who looks after your PR?*

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. Max 100 words*

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*

--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.*

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 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*

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

Ethnicity*

--select--

Gender identity?*

-select-

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

-select-

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 ☐ Ready-to-Wear Menswear ☐ All Ready-to-Wear
☐ Shoes ☐ Jewellery ☐ Bags
☐ Millinery ☐ Other Accessories

SUPPORT APPLYING FOR

☐ NEWGEN Supported Catwalk Show ☐ NEWGEN Supported Presentation ☐ NEWGEN Supported Digital Schedule Activation

Please note: NEWGEN Supported Physical Activations are dependent on COVID 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. Max 200 words*

Have you been supported by the BFC before ?*

◯ Yes ◯ No

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

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

◯ Yes ◯ No

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

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)

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 NEWGEN 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.

When applying for NEWGEN, participants must meet all of the 'Minimum' standards.

We are grateful to Copenhagen Fashion Week Sustainability Action Plan 2020-2022 fortaking 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	◯	◯	
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	◯	◯	
3	We do not destroy surplus stock that is unsold or returned*	Minimum	◯	◯	
4	We recognise the value of the UN Sustainable Development goals as a framework for good business practice*	Minimum	◯	◯	
5	We will develop a circular services business model (CSBM) to achieve our long-term sustainability strategy and help guide our business practices*	Bronze	◯	◯	
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	◯	◯	
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	◯	◯	
8	We ensure that any and all our environmental and social sustainability claims for our products are accurate, and supported with evidence*	Minimum	◯	◯	
9	We will have a robust Environmental and Social Sustainability strategy for our business*	Bronze	◯	◯	

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	◯	◯	
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	◯	◯	
12	We will work towards the target industry 45% reduction in emissions from our fibre and raw material selection*	Bronze	◯	◯	
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	◯	◯	
14	We consider local sourcing of our materials*	Minimum	◯	◯	
15	At least 25% of our collection is designed with mono-fibres*	Minimum	◯	◯	

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 toile, instead of making a physical sample*	Minimum	◯	◯	
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	◯	◯	
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	◯	◯	
19	We have a plan for leftover threads, trims, fillings and production scraps to be turned into new parts and clothing*	Minimum	◯	◯	
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	◯	◯	
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	◯	◯	
22	Some of our collection is upcycled or uses recycled inputs*	Minimum	◯	◯	

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	◯	◯	
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	◯	◯	
25	We actively are phasing out or do not utilise single-use plastic packaging, in preference to recycled, biodegradable, or compostable*	Bronze	◯	◯	
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	◯	◯	
27	We have plans to reduce excess production*	Bronze	◯	◯	
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	◯	◯	

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	◯	◯	
30	We will educate and inform our customers about sustainable practices both on-line and in-store*	Bronze	◯	◯	
31	We will respond to the UK's 2023 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	◯	◯	
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	◯	◯	
33	We plan to ensure all our product labels include clear instructions on care such as washing, mending, drying, repairing, and recycling*	Minimum	◯	◯	
34	We process customer feedback and loop data into our design and development process*	Minimum	◯	◯	
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	◯	◯	
36	We do not mislead our consumers regarding the efforts of our business to be environmentally-friendly*	Minimum	◯	◯	

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	◯	◯	
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	◯	◯	
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	◯	◯	
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	◯	◯	
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	◯	◯	

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

Please write a statement on how you are addressing the three pillars of Positive Fashion: Environment, People and Community & Craftsmanship - 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

ADD ANOTHER OVERSEAS SALE AGENT

Do you own a physical store?*

◯ **Yes** ◯ **No**

Do you have your own e-Commerce?*

◯ **Yes** ◯ **No**

Are you a direct to consumer only brand?* Please only tick yes if you do not wholesale and are direct to consumer only. You must have been trading via your own e-commerce or social channels for at least 6 months.

◯ **Yes** ◯ **No**

Please provide your wholesale price range (in £)*

(Minimum)

(Maximum)

Please provide your retail price range (in £)*

(Minimum)

(Maximum)

Please upload at least 2 stockists below

Country*

City*

Store Name*

Website*

Category*

-Select-

ADD STOCKIST

STOCKISTS	COUNTRY	CITY	STORE NAME	WEBSITE	CATEGORY	ACTION

No stockist added.

MANUFACTURING

Types of manufacturing	YES	NO	Countries of manufacturing
CMT (Cut, make, trim)*	◯	◯	
Fully Factored*	◯	◯	
Other*	◯	◯	

FINANCIAL INFORMATION

Annual turnover 2022/23 to date & forecast (in £) – Please include consultancy, teaching and collaboration fees*

Annual turnover 2021/22 (in £) – Please include consultancy, teaching and collaboration fees*

Annual turnover 2020/21 (in £) – Please include consultancy, teaching and collaboration fees*

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

Please specify season*	Please specify sales (in £)*

Please provide breakdown of your annual DTC sales for the last 2 years (or sales to date)*

Year 1*

Sales in year 1*

Year 2*

Sales in year 2*

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 3.*

REFEREES

REFEREE 1

Name*

Company*

Position*

Contact email*

Relationship*

REFEREE 2

Name*

Company*

Position*

Contact email*

Relationship*

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*

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. 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 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 British Fashion Council 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