BRITISH FASHION COUNCIL FOUNDATION | VOGUE DESIGNER FASHION FUND

BFC/VOGUE DESIGNER FASHION FUND APPLICATION 2026

COMPANY INFORMATION

Brand name*
(Stylised as you would like it to appear on all official documents)

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 trademark registered in?*

Address line 1*

Address line 2

Address line 3

City*

Postcode*

Country*

–select–

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 –select–

Month –select–

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

Year –select–

Month –select–

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

Year –select–

Month –select–

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. Max 100 words*

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

You are not obliged to answer any of these questions but the more information you supply, the more effective our monitoring will be.

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 2010 Disability Discrimination Act, is the majority ownership disabled?*

-select-

The Equality Act 2010 defines a disability as a "physical or mental impairment which has a substantial and long-term adverse effect on a person's ability to carry out normal day-to-day activities". An effect is long-term if it has lasted, or is likely to last, more than 12 months.

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 several 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 network.

We kindly ask you to fill in the below questionnaire so that we can understand the ethnicity, gender and disability status of your staff. You are not obliged to answer any of these questions but the more information you supply, the more effective our monitoring will be.

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

SALES

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

	YES	NO
WHOLESALE*	◉	○
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.)	◉	○
PHYSICAL RETAIL*	◉	○

How many stockists do you have?*

How many stockists do you have? required

Please give details of up to 10 of your top stockists

Country*

City*

Store Name*

Website*

Category*

-Select-

ADD STOCKIST

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

Please provide a breakdown of your wholesale markets (% for each territory)*

Wholesale markets breakdown for territories - Fill out atleast one field

UK

EU

NA (North America)

LATAM (Latin America)

APAC (Asia Pacific)

OTHER

Please tell us how many stand alone stores/pop-ups you directly operate and where?*
(Please do not include retailers or multi-brand stores you are stocked in)

Please tell us how many stand alone stores/pop-ups you 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)*	○	○	
Fully Factored*	○	○	
Other*	○	○	

FINANCIAL INFORMATION

Please download and complete the financial summary and cash flow templates.

- DOWNLOAD - 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 2025 (in £)*

Turnover Year End 2024 (in £)*

Please provide a breakdown of your wholesale sales for the last 4 seasons, from the most recent one to the oldest

Season*

-select-

Please specify the season1

-select-

Please specify the season2

-select-

Please specify the season3

-select-

Please specify the season4

Sales (in £)*

Sales1 amount is required for the selected season

Sales2 amount is required for the selected season

Sales3 amount is required for the selected season

Sales4 amount is required for the selected season

Please provide your DTC sales for the past two years (or sales to date), from the most recent one to the oldest*

Year (Year 1)*

-select-

Year 1 required

Sales (in £) (Year 1)*

Sales in year 1 required

Year (Year 2)*

-select-

Year 2 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 outline your proposal for the fund and how it will contribute to the growth of your business, including proposed activities and costs. Max 200 words*

Please list the top 3 business challenges that you are currently facing. Max 200 words*

Please list 3 areas that you would like to receive mentoring in. Max 150 words*

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

INSTITUTE OF POSITIVE FASHION

Please write a statement on your business's sustainability efforts. Max 200 words*

We wish to understand your activities - either planned or in delivery - on the topics of: decarbonisation and net zero, biodiversity and nature, sustainable manufacturing methods, social sustainability, DE&I, circular economy including circular design and new business models, end-of-life, and customer education on sustainability. Please note, we don't expect you to be doing all of these, the British Fashion Council is currently only interested in understanding which one/s are your priority and how you approach them. The British Fashion Council set up the Institute of Positive Fashion as a think tank to tackle climate action across the industry. Please click here to visit the *Institute of Positive Fashion* website to find out more about the work we do on the core themes of the circular economy, net zero, and social change.

We invite you to join the IPF, unite in our goal for a more sustainable fashion industry achieved through global collaboration and local action.

NEXT

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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

☐ 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*

☐ 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, you 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 BFC/Vogue Designer Fashion Fund, you 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 your application, including personal data, will be shared within the British Fashion Council for the purposes of business support and to inform you of future opportunities. (The British Fashion Council's Data Policy, which sets out what personal data it will collect, how and why it is processed, and your rights in connection with such processing, can be found here: *https://www.britishfashioncouncil.co.uk/Privacy*).

The British Fashion Council is committed to ensuring that all applicants are treated equally, without discrimination. Certain questions on this form are intended to help us maintain equal opportunities best practice and identify and address barriers in the industry to diversity, equity and inclusion. All information supplied will be treated in the strictest confidence and stored securely and accurately in accordance with our Data Policy (which you can find here: *https://www.britishfashioncouncil.co.uk/Privacy*). 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. However, the British Fashion Council may share insights gathered from such data with third parties where strictly necessary, such as with government departments providing funding to British Fashion Council initiatives. If data or insights collected from special category data are shared with such third parties, it will always be on an aggregated anonymised basis.

It is in the BFC's legitimate interests to collect and process this data in order to ensure that candidates of all socio-economic, ethnic, cultural and religious backgrounds are getting equal opportunities to be involved in the programme and gain access to resources that will help them in the fashion industry. There is also substantial public interest in the collection and processing of this data for the purposes of identifying the existence (or absence) of equality of opportunity between candidates of all backgrounds with a view to enabling such equality to be promoted or maintained.

Thank you for submitting your application form.

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reCAPTCHA
Privacy - Terms

SUBMIT

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