

BFC/VOGUE DESIGNER FASHION FUND 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 trademark 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. 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*

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?*

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.

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*

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 Menswear

Shoes

Millinery

Ready-to-Wear Womenswear

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 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)

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)

Number of times you have applied for BFC/Vogue Designer Fashion Fund excluding this application*

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/GQ Designer Fashion Fund)

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)

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"/>

Please give details of up to 10 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 you directly operate and where?*

Please tell us how many stores 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)*	<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.

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

Season*

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)*

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 list the top 3 business challenges that you are currently facing. 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 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*

NEXT

Section 2 of 4

REFEREES

REFEREE 1

Name*

Company*

Position*

Contact email*

Relationship*

REFEREE 2

Name*

Company*

Position*

Contact email*

Relationship*

NEXT

Section 3 of 4

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/Vogue Designer Fashion Fund 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/Vogue Designer Fashion Fund 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"/>	
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"/>	
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"/>	
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"/>	
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"/>	<div style="border: 1px solid black; height: 40px; width: 100%;"></div>
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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	<input type="radio"/>	<input type="radio"/>	<div style="border: 1px solid black; height: 40px; width: 100%;"></div>
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"/>	<div style="border: 1px solid black; height: 40px; width: 100%;"></div>
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"/>	<div style="border: 1px solid black; height: 40px; width: 100%;"></div>
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"/>	<div style="border: 1px solid black; height: 40px; width: 100%;"></div>
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"/>	<div style="border: 1px solid black; height: 40px; width: 100%;"></div>
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"/>	<div style="border: 1px solid black; height: 40px; width: 100%;"></div>
22	Some of our collection is upcycled or uses recycled inputs*	Minimum	<input type="radio"/>	<input type="radio"/>	<div style="border: 1px solid black; height: 40px; width: 100%;"></div>

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"/>	<div style="border: 1px solid black; height: 40px; width: 100%;"></div>
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"/>	<div style="border: 1px solid black; height: 40px; width: 100%;"></div>
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"/>	<div style="border: 1px solid black; height: 40px; width: 100%;"></div>

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"/>	<div style="border: 1px solid black; height: 40px; width: 100%;"></div>
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"/>	<div style="border: 1px solid black; height: 40px; width: 100%;"></div>
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"/>	<div style="border: 1px solid black; height: 40px; width: 100%;"></div>
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"/>	<div style="border: 1px solid black; height: 40px; width: 100%;"></div>
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"/>	<div style="border: 1px solid black; height: 40px; width: 100%;"></div>

7. FASHION SHOWS		LEVEL	YES	NO	SUPPORTING INFORMATION
42	Our set design is zero waste*	Bronze	<input type="radio"/>	<input type="radio"/>	<div style="border: 1px solid black; height: 40px; width: 100%;"></div>
43	We intend to reduce, inset and offset the carbon footprint of our show (in that order)*	Bronze	<input type="radio"/>	<input type="radio"/>	<div style="border: 1px solid black; height: 40px; width: 100%;"></div>
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"/>	<div style="border: 1px solid black; height: 40px; width: 100%;"></div>
45	We consider diversity, equity and inclusivity when casting models*	Minimum	<input type="radio"/>	<input type="radio"/>	<div style="border: 1px solid black; height: 40px; width: 100%;"></div>
46	We use digital instead of paper invitations*	Minimum	<input type="radio"/>	<input type="radio"/>	<div style="border: 1px solid black; height: 40px; width: 100%;"></div>
47	We only offer organic food and snacks – preferably vegetarian/vegan, local or fair trade*	Bronze	<input type="radio"/>	<input type="radio"/>	<div style="border: 1px solid black; height: 40px; width: 100%;"></div>

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"/>	

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*

CONTACT DETAILS

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

First name*

Direct email*

Surname*

PA email, if applicable

Position at the company*

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, I agree to have read and understood the terms of entry and will accept that the decisions made by the judging panel are final.

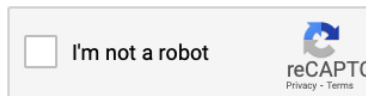
The information supplied in this application is used by the judging panel under Confidentiality Agreement to make decisions. If chosen as a shortlisted finalist for the BFC/Vogue Designer Fashion Fund, I agree to be interviewed, photographed and/or filmed throughout the process and to execute all agreements 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/Vogue Designer Fashion Fund, 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/Vogue Designer Fashion 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.



SUBMIT

Section 4 of 4