BRITISH FASHION COUNCIL FOUNDATION | FASHION TRUST

BFC FASHION TRUST APPLICATION 2027

Outline of the online application form

Please use the below to prepare your answers before submitting your application online.

Company Information

- Brand name (stylised as on official documents)
- Company name (if different from brand name)
- Confirmation that the business must be a company limited by guarantee registered at Companies House (checkbox)
- Registration number
- Regions/countries where trademarks are registered
- Address, city, postcode, country
- Telephone, website, Instagram URL (full link, not a handle)
- Brand launch date (year and month)
- Date incorporated as a Limited Company (year and month)
- Date started actively trading as a Limited Company (year and month)
- Number of full-time and part-time employees (excluding the applicant), interns
- PR agency

Company Ownership

- Organisation structure, including employees, consultants, advisors and professional bodies (max 100 words)
- Owners' names, relationships and ownership percentages (max 100 words)
- Whether the business is a subsidiary of or owned by a larger entity (Yes/No), with parent company, subsidiary and shareholder details
- Optional diversity questions on majority ownership: ethnicity, gender identity and disability status (with "Prefer Not to Say" options)

Staff Diversity

- Optional questions on staff numbers by ethnicity, gender identity and declared disability

Company & Designer Background

- Brand description (max 150 words)
- Whether a catwalk or presentation has been produced before (Yes/No), and where
- Creative Director/Designer name, background (max 100 words) and direct email
- Optional diversity questions for the designer
- Optional details for a second designer (name, background, email and diversity questions)

Product Category

- Categories: Ready-to-Wear (menswear, womenswear, all), Shoes, Bags, Millinery, Other Accessories

Creative Merit

- Design approach and aesthetic (max 200 words)
- Statement on contribution to UK fashion and giving back to the industry (max 200 words)
- Links to latest press book and look books from the last two collections (must include http:// or https://)
- Previous BFC support (Yes/No, with details)
- Other talent initiatives or prizes (Yes/No, with details)
- Previous Fashion Trust applications (Yes/No), with the number of times applied and number of grants awarded

- Previous recipients only: how the grant and mentoring were used, and their impact and return on investment (max 200 words)

Sales

- Business channels: Wholesale, Direct-to-Consumer (including e-commerce and social media) and Physical Retail
- Number of stockists, plus details of up to 6 top stockists (country, city, store name, website, category)
- Wholesale market breakdown by territory (must total 100%)
- Number of standalone stores or pop-ups operated directly, and locations
- Wholesale and retail price ranges (£)

Manufacturing

- Manufacturing types (CMT, fully factored, other) and countries for each

Financial Information

- Uploads: completed Financial Summary and Cash Flow templates (Excel, max 2MB each) and last filed year-end accounts (PDF, max 2MB)
- Turnover for the 2025 and 2026 year ends (£)
- Wholesale sales for the last four seasons (SS27, AW26, SS26, AW25)
- Direct-to-consumer sales for the last two years

Future Strategy

- The grant must fund a defined project with a set timeframe, not permanent staff or costs beyond the project
- Three-year business development strategy and business model, including financial viability (max 200 words)
- Total amount applied for (max £50,000)
- Proposal for up to three business activities, each with costs and a funding breakdown (max 100 words each)
- Impact on the business, wider growth strategy and return on investment (max 200 words)
- Mentoring support needed for each activity and its likely impact (max 200 words)

Institute of Positive Fashion

- Statement on sustainability efforts, covering priority areas such as decarbonisation, biodiversity, sustainable manufacturing, social sustainability, DE&I, circular economy, end-of-life and customer education (max 200 words). Applicants are asked to focus on their priorities rather than cover every area

Referees

- Referee 1 and Referee 2: name, company, position, contact email and relationship to applicant

Contact Details

- First name, surname, position, direct email, optional PA email and mobile number

Confirmation

- Name and email of the person completing the application