BRITISH FASHION COUNCIL FOUNDATION | NEWGEN

# BFC NEWGEN 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 is a limited company, or will become one within 6 months of winning (checkbox)
- Whether the business is a company limited by guarantee registered at Companies House, or a sole trader
- Registration number
- 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 or Sole Trader (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
- Type of NEWGEN support applied for: Catwalk Show or Presentation

## 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)

## Sales

- Business channels: Wholesale, Direct-to-Consumer and Physical Retail
- Number of stockists, plus details of up to 2 top stockists (country, city, store name, website, category)
- Wholesale market breakdown by territory (must total 100%)
- Direct-to-consumer market breakdown by territory (%)
- 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

- Turnover for the 2026 year end, plus 2025 and 2024 if applicable, including consultancy, teaching and collaboration fees (£)
- Wholesale sales for the last four seasons (SS27, AW26, SS26, AW25)
- Direct-to-consumer sales for the last six months or to date

## Future Strategy

- Two-year business outlook and how NEWGEN support would help (max 200 words)
- Top three current business challenges (max 200 words)

## Institute of Positive Fashion: NEWGEN Minimum Standards

- Answer all 18 statements Yes, Work in progress or No, with supporting information (max 100 words each) and links or documents where available
    - Formally approved sustainability strategy covering environmental and social aspects
    - Equal opportunity and diversity guidelines, especially for management positions
    - No destruction of unsold clothes and samples
    - Quality and longevity criteria, and how longevity is communicated to customers
    - Circular design principles (repairability, recyclability, upgradability, reusability, recycled content)
    - At least 30% of the collection certified, made of preferred materials or deadstock
    - Preferred materials list
    - Restricted substances list following the EU REACH Directive, with a supplier testing programme
    - Free from virgin fur and wild animal skins (exotics)
    - Supplier Code of Conduct aligned with international standards
    - Purchasing practice controls (only if more than 10 employees)
    - Safe, respectful workplace free from harassment and discrimination
    - Staff informed about sustainability
    - Customer education on sustainability on at least two platforms
    - Plastic use in store and online orders
    - Show and backstage production without single-use props
    - No single-use plastic packaging for the showcase
    - Emissions measurement and reduction plans

## 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