

BFC/Vogue Designer Fashion Fund Application Form

Please punctuate your entries and do not use BLOCK CAPITALS - *required fields

If you would declare yourself disabled under the Disability Act 1995 and need any support accessing this application form, or need it in a different format like accessible PDF (link here), large print, easy read, or audio recording, please contact: bfcvoguefund@britishfashioncouncil.com

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*

Address line 1*

Address line 2

Address line 3

City*

Postcode*

Country*

Telephone*

Instagram - Please provide link*

Website*

Number of years in business*

Number of full time employees*

The British Fashion Council has a zero-tolerance policy for racism and discrimination and is committed to supporting the fashion industry to activate positive change so that all can benefit from our work. As part of a number of measures we are taking in our commitment to advocate for diversity and inclusivity, we are reviewing our networks to broaden representation, overcome potential unconscious bias and ensure equality.

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 percentage of your staff that relates to each ethnicity group.

White British	<input type="text"/>	White Irish	<input type="text"/>	Other White	<input type="text"/>
Mixed White & Black Caribbean	<input type="text"/>	Mixed White & Black African	<input type="text"/>	Mixed White & Asian	<input type="text"/>
Other Mixed/Multiple	<input type="text"/>	Asian Indian	<input type="text"/>	Asian Pakistani	<input type="text"/>

Ethnic

Asian Bangladeshi	<input type="text"/>	Chinese	<input type="text"/>	Other Asian	<input type="text"/>
Black Caribbean	<input type="text"/>	Black African	<input type="text"/>	Other Black	<input type="text"/>
Arab	<input type="text"/>	Other Ethnic	<input type="text"/>	Not Declared	<input type="text"/>

Please indicate below the percentage of your staff that relates to each gender identity.

Male	<input type="text"/>	Female	<input type="text"/>	Non-binary	<input type="text"/>
Prefer to self-describe	<input type="text"/>	Not Declared	<input type="text"/>		

Please indicate the percentage of your staff that has declared themselves 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).

Declared as disabled

The below refers to your organisation structure and ownership.

Current organisation structure including employees and roles, consultants, advisors and professional organisations you work with*

//

Company ownership*

//

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

Gender identity?

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

PRODUCT CATEGORY:*

- Ready-to-Wear Womenswear
- Ready-to-Wear Menswear
- Ready-to-Wear All Genders
- Shoes
- Jewellery
- Bags
- Millinery

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?

DESIGNER INFORMATION

Creative Director/Designer's name*

Creative Director(s)/Designer background. E.g. training, previous jobs of relevance. Max 50 words*

Creative Director direct email*

Ethnicity

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

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

Mobile number*

CREATIVE MERIT

Please describe your design approach and aesthetic (200 word limit)*

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*

Have you been supported by the BFC before - list (Scholarship, NEWGEN, Fashion Trust, LONDON show ROOMS etc)?*

Yes No

If yes, please specify

Have you been part of or received funding from any other talent initiative, e.g. Fashion East, LVMH Prize, Sarabande etc*

Yes No

If yes, please specify

Please upload a PDF look book from your last two collections (Maximum

Choose file No file chosen

Your last two collections (maximum file size is 2MB)*

Filename must not contain any of these characters \ / : * ? < > |

Please upload your latest press book With a PDF upload field (maximum file size is 2MB)*

Filename must not contain any of these characters \ / : * ? < > |

Choose file No file chosen

POSITIVE FASHION

Please write a statement on how you are addressing the three pillars of Positive Fashion: Environment, People and Craftsmanship & Community - visit the [Institute of Positive Fashion website](#) to find out more about the pillars.*

SALES & STOCKISTS

Do you own a Brick-and-Mortar store? Yes No

Does your website support e-commerce? Yes No

Please provide your retail price range GBP* (Minimum) (Maximum)

Please provide your wholesale price range GBP* (Minimum) (Maximum)

Total number of UK stockists*

List of top 5 UK stockists. Please include store name and city*

Total number of international stockists*

List of top 10 international stockists. Please include store name and country*

Which regions/countries do you have trademarks registered in?*

MANUFACTURING

Type of manufacturing*

Details of manufacturer(s)*

Country of manufacturing*

--select--

Manufacturing quality referee (Current stockist or largest private client)*

Full name*

Company*

Title*

Email*

Where your business has e-commerce please give analytics of return made due to production/quality issues?

FUTURE STRATEGY

Describe your business development strategy and business model over the next three years. Please make clear your plans to be financially sustainable.*

What business challenges are you facing at the moment? Please list the top 4*

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?*

Please outline your proposal for the fund and how the fund will contribute to the growth of your business. Please include proposed activities and costs.*

Your ideal mentors / areas of mentoring you would like to receive*

We recommend that you submit a video as part of your application, no longer than 5 minutes, describing your brand and how you would use the BFCVDFP prize. The best way to do this is to add your video to YouTube or Vimeo, mark as unlisted or private and submit the link

FINANCIAL OVERVIEW

Please confirm your company's financial year end*

Please download and complete the financial summary and cash flow templates, following the instructions given within the template. Please ensure that these reflect the figures you enter in the financial sections that follow:

A summary of financial information: (XLSX only)*

 No file chosen

Filename must not contain any of these characters \ / : * ? < > |

A cash flow statement - we require a detailed cash flow from April 2020 to at least Dec 2020. Please ensure that turnover by category and operating expenses are clear. Please include opening and closing cash positions before and after financing: (XLSX only)*

 No file chosen

Filename must not contain any of these characters \ / : * ? < > |

Please provide one year of historic, actual and forecasted financial figures (ensuring that they are the same as those provided in the Financial Summary). Please refer to the

guidance in the financial summary that sets out the financial information required by financial year end. Please follow this guidance in order to complete the below figures.

	Historic year, i.e. your last completed financial year.	Please provide your current year financial figures.	Please provide the forecasted for your next financial year figures.
	Financial year end INSERT DATE	Financial year end INSERT DATE	Financial year end INSERT DATE
	<input type="text"/>	<input type="text"/>	<input type="text"/>
TURNOVER*	<input type="text"/>	<input type="text"/>	<input type="text"/>
COST OF SALE (ENTER AS NEGATIVE)*	<input type="text"/>	<input type="text"/>	<input type="text"/>
GROSS PROFIT*	<input type="text"/>	<input type="text"/>	<input type="text"/>
GROSS MARGIN*	<input type="text"/>	<input type="text"/>	<input type="text"/>
OPERATING EXPENSES (ENTER AS NEGATIVE)*	<input type="text"/>	<input type="text"/>	<input type="text"/>
EBITDA*	<input type="text"/>	<input type="text"/>	<input type="text"/>
CLOSING CASH*	<input type="text"/>	<input type="text"/>	<input type="text"/>
OUTSTANDING LOAN BALANCE*	<input type="text"/>	<input type="text"/>	<input type="text"/>

REFEREES

Referee 1

Name*	<input type="text"/>
Company*	<input type="text"/>
Position*	<input type="text"/>
Contact email*	<input type="text"/>
Relationship*	<input type="text"/>

Referee 2

Name*	<input type="text"/>
Company*	<input type="text"/>
Position*	<input type="text"/>
Contact email*	<input type="text"/>
Relationship*	<input type="text"/>

CONFIRMATION

Name of the person completing the application *	<input type="text"/>
Email address of the person completing the application*	<input type="text"/>

Completing the application

By ticking the box, I agree to have read and understood the terms of entry and applicant acknowledgement and the information I have entered is correct.*

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 BFC may use my name, likeness, and/or visual materials submitted as part of this application process in any editorial, advertising, or promotional materials throughout the universe in any and all media by any and all means, whether such media and means are now known or developed later.

Specific financial information supplied will remain confidential unless granted by me at a future date. If chosen as a finalist for the BFC Vogue Designer Fashion Fund, 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.

I hereby release the BFC, Vogue, 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.

Thank you for applying for the BFC/Vogue Designer Fashion Fund.

All applications will be reviewed and shortlisted by a judging committee chaired by British Vogue Editor-In-Chief, Edward Enninful OBE, and CEO of the British Fashion Council, Caroline Rush CBE, alongside industry experts and funding representatives.

You will be informed via email of the outcome of your application.

For further information please contact:

bfcvoguefund@britishfashioncouncil.com