

BFC FASHION TRUST APPLICATION FORM 2022

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, large print, easy read, or audio recording, please contact: fashiontrust@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*

By ticking the box, I agree to have read and understood

Registration number *

Telephone *

City *

Postcode *

Country *

Address line 1 *

Address line 2

Address line 3

Website *

Instagram *

(Sample valid URL : <https://www.instagram.com/{username}>)

(Please copy and paste full URL link, do not provide handles)

Number of years in business *

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

List of past and current grants and prizes the company has received to date. E.g. NEWGEN, Fashion East, LVMH PRIZE

Number of full-time employees currently on payroll, excluding yourself *

Number of part-time employees currently on payroll, excluding yourself *

Number of times you have applied for a BFC Fashion Trust grant, excluding this application *

Number of times you have been awarded a BFC Fashion Trust grant

STAFF DIVERSITY %

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

White Irish

Other White

Mixed White & Black Caribbean

Mixed White & Black African

Mixed White & Asian

Other Mixed/Multiple Ethnic

Asian Indian

Asian Pakistani

Asian Bangladeshi

Chinese

Other Asian

Black Caribbean

Black African

Other Black

Arab

Other Ethnic

Not Declared

Please indicate below the percentage 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 percentage of your staff that has declared themselves disabled *

COMPANY OWNERSHIP *

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

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

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 *

-select-

Gender identity? *

Is your business a subsidiary of/owned by a larger SME entity (no more than 25%)*

☐ Yes ☐ No

PRODUCT CATEGORY *

☐ Ready-to-Wear Womenswear

☐ Shoes

☐ Millinery

☐ Ready-to-Wear Menswear

☐ Jewellery

☐ Ready-to-Wear All Gender

☐ Bags

COMPANY & DESIGNER BACKGROUND

Short description of your brand. * Max 150 words

Historically have you produced a catwalk or presentation? *

If yes to the above, where did it take place?

Creative Director/Designer's name *

Creative Director/Designer background. e.g. training, previous jobs of relevance. * Max 50 words

Creative Director/Designer direct email *

ADD ANOTHER DESIGNER

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

-select-

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

-select-

Please indicate the diversity information of each designer from the categories listed below.

Ethnicity *

-select-

Gender identity? *

-select-

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

-select-

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 upload a PDF look book from your last two collections * (Maximum file size is 2MB)

Choose file No file chosen

Please upload your latest press book in PDF * (Maximum file size is 2MB)

Choose file No file chosen

INSTITUTE OF POSITIVE FASHION

Please write a statement on how you are addressing the three pillars of Institute of Positive Fashion: Environment, People and Community & Craftsmanship -please click [here](#) to visit the Institute of Positive Fashion website to find out more about the pillars. * Max 200 words

SALES & STOCKISTS

Do you own a physical store?*

☐ Yes ☐ No

Do you have your own e-Commerce?*

☐ Yes ☐ No

Are you a direct to consumer only brand?*

☐ Yes ☐ No

Please provide your retail price range GBP *

(Minimum)

(Maximum)

Please provide your wholesale price range GBP *

(Minimum)

(Maximum)

Please upload 6 stockists below

Country *

City *

Store Name *

Website *

Category *

-Select-

ADD STOCKIST

STOCKISTS	COUNTRY	CITY	STORE NAME	WEBSITE	CATEGORY	ACTION
-----------	---------	------	------------	---------	----------	--------

MANUFACTURING

Type of manufacturing *

Details of manufacturer (s) *

Countries of manufacturing *

(Please unselect 'select-' option.)

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 for positive business growth. * Max 200 Words

Please note that grant money should relate to a defined project that will be delivered within a set period of time. Therefore, it should not be used to employ permanent staff or to cover expenses that will extend beyond the length of the project.

Total amount you are applying for (Max £50,000) *

Please outline your proposal for the fund. Outline up to three business activities you would like to receive funding for. Please provide each activity's cost and the amount of funding required. Please list each activity in a separate box. Max 100 words per entry. *

Describe how the project will impact your business and contribute to your wider growth strategy? Please demonstrate a clear return on investment. Max 150 Words *

Please outline the mentoring support you will require to achieve each activity and how this is likely to impact your business. Please enter each request in a separate box. Max 100 words per entry *


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 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


PREVIOUS BFC FASHION TRUST RECIPIENTS

Please outline how you utilised the previous financial grant and the mentoring support you were awarded, highlighting the impact they had on your business and return on investment. Max 200 words.

FINANCIAL INFORMATION

Please download and complete the financial summary and cash flow templates, following the instructions given within the template.

 [DOWNLOAD - Financial summary template](#)

 [DOWNLOAD - Cash flow template](#)

Please upload your fully completed financial summary (maximum file size is 2MB)*

No file chosen

Please upload your fully completed cash flow template (maximum file size is 2MB)*

No file chosen

Please upload your last filed year end accounts (PDF maximum file size is 2MB)*

No file chosen

Turnover Year End 2020*

Turnover Year End 2021*

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 *

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 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 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 Fashion Trust, 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, 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.

In accordance with the Data Protection Act 1998, the British Fashion Council guarantees that information given on this form will not be used to discriminate against you in any way. Additionally, the British Fashion Council strives to ensure that all personal information revealed in this form will be stored securely and accurately. 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. While the British Fashion Council will endeavour to ensure that your business data remains up to date, we would appreciate if you could notify us of any change in circumstances.

Accordingly, to measure the effectiveness of our work we monitor the ethnicity, gender and disability status of everyone supported by the initiative.

Further information about the British Fashion Council's Data Policy can be found here: <https://www.britishfashioncouncil.co.uk/Policy>