

APPLICATION BFC/VOGUE DESIGNER FASHION FUND FORM FOR 2022

BFC/VOGUE DESIGNER FASHION FUND

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 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*

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

Address line 1*

Address line 2

Address line 3

City*

Postcode*

Country*

Telephone*

Instagram *

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

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

Website*

Number of years in business*

Number of full time employees*

Number of part time employees*

STAFF DIVERSITY %

Please indicate below the percentage of your staff that relates to each ethnicity group.*

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.

STAFF DIVERSITY

White British	White Irish	Other White
<div></div>	<div></div>	<div></div>
Mixed White & Black Caribbean	Mixed White & Black African	Mixed White & Asian
<div></div>	<div></div>	<div></div>
Other Mixed/Multiple Ethnic	Asian Indian	Asian Pakistani
<div></div>	<div></div>	<div></div>
Asian Bangladeshi	Chinese	Other Asian
<div></div>	<div></div>	<div></div>
Black Caribbean	Black African	Other Black
<div></div>	<div></div>	<div></div>
Arab	Other Ethnic	Not Declared
<div></div>	<div></div>	<div></div>

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

Male	Female	Non-binary
<div></div>	<div></div>	<div></div>
Prefer to self-describe	Not Declared	
<div></div>	<div></div>	

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. Max 100 word*

Company ownership*

Please enter each owner's name, their relationship to you and the percentage of the business that they own. Max 100 word

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?*

-select-

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

-select-

PRODUCT CATEGORY(MUST MARK ONE OF THESE)*

<input type="checkbox"/> Millinery	<input type="checkbox"/> Jewellery	<input type="checkbox"/> Ready-to-Wear Womenswear
<input type="checkbox"/> Shoes	<input type="checkbox"/> All Genders	<input type="checkbox"/> Bags

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*

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*

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

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).

CREATIVE MERIT

Please describe your design approach and aesthetic. Max 200 Words*

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

No file chosen

Have you been supported by the BFC before?*

☐ Yes ☐ No

If yes please specify (Scholarship, NEWGEN, Fashion Trust, LONDON show ROOMS, Other - please specify)
specify)

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

No file chosen

INSTITUTE OF POSITIVE FASHION

Please write a statement on how you are addressing the three pillars of the Institute 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*

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 10 stockists below

Country *

City *

Store Name *

Website *

Category *

ADD STOCKIST

STOCKISTS	COUNTRY	CITY	STORE NAME	WEBSITE	CATEGORY	ACTION
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No stockist added.

MANUFACTURING

Type of manufacturing*

Details of manufacturer(s). Max 100 words*

Countries of manufacturing*

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*

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

FUTURE STRATEGY

Describe your business development strategy and business model over the next three years. Please make clear your plans to be financially sustainable. Max 200 words*

What business challenges are you facing at the moment? Please list the top 4. Max 200 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*

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. Max 200 words*

Your ideal mentors / areas of mentoring you would like to receive. Max 150 words *

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 BFC VDFF 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

REFEREES

REFEREE 1

Name*

Company*

Position*

Contact email*

Relationship*

REFEREE 2

Name*

Company*

Position*

Contact email*

Relationship*

CONFIRMATION

Name of the person completing the application *

Email address of the person completing the application*

CONFIRMATION *

☐ 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 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 applying for the BFC/VOGUE DESIGNER FASHION FUND.

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