

# T H E B F C V O G U E

## D E S I G N E R F A S H I O N F U N D

### A P P L I C A T I O N I N F O R M A T I O N

#### F U N D O V E R V I E W

The BFC Vogue Designer Fashion Fund is a new landmark designer support scheme. This Fund aims to support developing designer businesses through financial and high level mentoring support. The Fund will award an annual prize constituting unparalleled designer support within the UK. Any monetary support awarded will be in the form of a financial endowment with no expected financial return or shareholding. Additional monetary and mentoring prizes may be awarded at the judging committee's discretion.

London is recognised as being the world leader in supporting emerging talent. Through established British Fashion Council designer support schemes NEWGEN (currently supported by Topshop) and Fashion Forward supported by the London Development Agency, some of London's best known emerging talents have launched and developed their international profiles and businesses in London. The BFC Vogue Designer Fashion Fund will offer a third tier of support which focuses on supporting those designers with established businesses who require additional resource and specialised support to achieve real business growth, particularly in the international arena.

A panel of industry experts will shortlist applications to receive support with the aim of selecting one to receive an award of £200,000. Others applying for these awards may also be awarded access to mentors and information that may assist in future growth or help support key areas of their business.

## HOW TO APPLY

01

**You must submit a written application in which you are asked to provide specific information including:**

- Your short-term and long-term business goals and objectives
- How the BFC Vogue Designer Fashion Fund financial and business mentoring would enable you to pursue and meet your career and business goals
- An overview of your existing business including:
  - Current organisational structure (employees and roles)
  - Consultants, outside advisors and professional organisations that you are currently working with
  - Your current brand positioning and where you envision your brand in the future

*All financial and business information provided to the BFC Vogue Designer Fashion Fund will be kept strictly confidential and will only be used in connection with the selection process and will not be used by any of the judging committee outside of the selection process.*

02

**A portfolio presentation, containing work from your spring/summer 10 collections which may include sketches, photos, editorial images, advertisements and/or videos.**

03

**The names and contact information for 3-5 referees (editors, retailers, fashion industry professionals or business executives with whom you have a working relationship). These contacts will be provided for potential consultation in connection with your application.**

## TERMS OF ENTRY

- Your company should be UK based
- Designers who produce fashion shows must show at London Fashion Week
- Designers who do not produce a fashion show should have head quarters and sales in the UK
- You must show at London Fashion Week (designers who do not produce fashion shows are eligible to apply)
- You must demonstrate that you have achieved UK and international distribution within high quality stockists
- You must demonstrate that you have access to quality production
- You should be an established designer business which with additional resource and specialised support can achieve real growth
- The collection should consist of womenswear or menswear or accessories and not consist exclusively or predominantly of bridalwear or childrenswear
- Design duos are permitted to enter
- No samples should be submitted unless requested
- Equal opportunities section must be completed, but can be anonymous, this will be kept on file for information only and will not affect your entry

## GUIDANCE NOTES

- Once you have completed your application form, this will be reviewed by the judging panel chaired by Alexandra Shulman. You will be notified by email whether your application has been accepted
- Please send this application form and additional information including your business plan to Marcos Eleftheriou, British Fashion Council, Somerset House, South Wing, Strand, London WC2R 1LA
- All applications completed in full that meet the set criteria will be reviewed by a selection panel. From this a shortlist will be drawn up and those shortlisted will be invited to interview
- The interview process will be filmed by Vogue.com and covered by Vogue for their feature on the Fund. All those shortlisted will be included in the feature and interviewed for the website
- The interview day will be early December 2009. If selected you will be required to prepare four looks from your most recent collection. Models will be provided
- Please confirm you have read and understood the terms of entry and guidance notes set out above.*

# T H E B F C V O G U E

## D E S I G N E R F A S H I O N F U N D

### A P P L I C A T I O N F O R M

T O B E R E T U R N E D B Y  
W E D N E S D A Y 2 N D D E C E M B E R 2 0 0 9

*All information provided to the BFC Vogue Designer Fashion Fund will be kept strictly confidential and will only be used in connection with the selection process and will not be used by any of the judging committee outside of the selection process.*

*Complete the forms on page 1 and 2 and enclose statement, business plan, and portfolio as requested on page 3*

### C O M P A N Y I N F O R M A T I O N

Brand Name	.....
Company name (if different from brand name)	.....
Ltd Company or Sole Trader?	.....
Address	.....
City	..... Postcode .....
Country	..... Office Tel .....
E-mail	.....
Website	.....
Product category (womenswear, menswear, ready to wear, accessories)	.....
Length of time in business	.....
Number of employees	..... Annual turnover (in £ Sterling) .....
Type of manufacturing	.....
Country of manufacturing	.....
Detail of manufacturer	.....
Manufacturing quality referee (current stockist)	.....
Name	.....
Job Title	.....
Tel	.....
Relationship	.....

# REFEREES

**(3-5 editors, retailers, fashion industry professionals or business executives with whom you have a working relationship)**

Name .....  
Job Title .....  
Tel .....  
Relationship .....

Name .....  
Job Title .....  
Tel .....  
Relationship .....

Name .....  
Job Title .....  
Tel .....  
Relationship .....

Name .....  
Job Title .....  
Tel .....  
Relationship .....

Name .....  
Job Title .....  
Tel .....  
Relationship .....

**DESIGNER DETAILS**

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First name	.....
Surname	.....
Gender	.....
Direct tel	.....
Direct email	.....
Mobile	.....
Design training	.....
	.....
	.....

**SECOND DESIGNER IF APPLICABLE**

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First name	.....
Surname	.....
Gender	.....
Direct tel	.....
Direct email	.....
Mobile	.....
Design training	.....
	.....
	.....

# BUSINESS PLAN AND ALLOCATION OF FUNDING

Alongside this form you should include two additional documents:-

01

## Future plans and how the Fund will help

Please set out a summary of how you see your business moving forward over the next two years and how you would use the Fund if you were to become the designer selected. Please bear in mind that two levels of support will be allocated. One designer will be awarded £200,000 for the year. Additional awards of mentoring and business support may be allocated at the judging panel's discretion.

02

## Business Plan

Please send a copy of your three year business plan. This should include but shouldn't be limited to the following information:

### Business overview

- Your current brand positioning and where you envision your brand in the future? (Who is your target customer? Who do you perceive to be your competitors? What differentiates your brand?)
- Short and long term goals and objectives
- Outline two or three major things that you believe your business requires to grow and succeed
- What are the revenue and costs requirements to achieve three major things which will deliver growth

### Financial information required in your business plan:

- Summary of financial accounts and forecasts  
*include fixed costs, assets, total cost of salaries. Highlight any significant capital (e.g. equipment, stores, website) and revenue (e.g. marketing spend, catwalk, expenditure, staff and consultants) requirements.*
- A clear outline of the major areas of revenue and cost
- Cash flow projections (showing the working capital requirements of the business excluding the award from the Fund)
- Risks and opportunities
- How would you propose to use the monetary component of the Fashion Fund should you receive the award?
- What other/additional sources of finance may be required to achieve the business objectives and how are these being pursued?

*Continued on page 8*

### **Company information:**

- Current organisational staff structure (including information on who in that structure is employed by the company and who is working on a freelance or work experience basis)
- Consultants, outside advisors and professional organisations that you are currently working with
- As you are aware this Fund allocates mentors to assist you in business growth. If you could pick your ideal mentors, what skill or area of expertise would they have? You may list individuals as examples.

### **PR and Marketing Activity**

- Who looks after your PR and Marketing?
- What has been the PR and Marketing strategy for your business over the past two years?
- What coverage did you receive on your last two shows both in the UK and internationally?
- What is your PR and Marketing strategy over the next two years?

### **Collection Information**

- How many collections do you produce a year?
- How many pieces were in your last two collections?
- What is your price range? Minimum and maximum (both wholesale and retail)
- How do you price your collection?

### **Sales Strategy**

- How do you sell your collection in the UK and internationally?
- What stores bought your collections over the past two years? Please make clear which stores bought for which season. If you have a diffusion range please make clear which store bought mainline and which store bought diffusion.
- What is your future sales strategy?
- Do you have an own label UK shop? If yes please provide details.

03

**A portfolio presentation, containing work from your Spring/Summer 10 collections which may include sketches, photos, editorial images, advertisements and/or videos.**

# APPLICANT ACKNOWLEDGEMENT

*By completing and returning this form 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.*

Designer's Name: ..... Company: .....

Signature of Entrant ..... Date: .....