BRITISH FASHION COUNCIL FOUNDATION | GQ DESIGNER FASHION FUND

BFC/GQ DESIGNER FASHION FUND 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 must be a company limited by guarantee registered at Companies House (checkbox)
- Registration number
- Regions/countries where trademarks are registered
- Address, city, postcode, country
- Hero image upload (PNG, JPG or JPEG, max 5MB; rights confirmation required)
- 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 (year and month)
- Full names of all current directors
- 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, Jewellery, Bags, Millinery, Other Accessories (specify)
- Product mix split across menswear, womenswear and non-gendered (must not exceed 100%)

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://)
- Number of previous applications to this fund
- Previous BFC support (Yes/No, with details)
- Other talent initiatives or prizes (Yes/No, with details)

Sales

- Business channels: Wholesale, Direct-to-Consumer (including e-commerce, social media and bespoke work) and Physical Retail
- Revenue split between Wholesale and Direct-to-Consumer (must total 100%)
- Number of stockists, plus details of up to 10 top stockists (country, city, store name, website, category)
- Wholesale market breakdown by territory (must total 100%)
- 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

- Uploads: completed cash flow template (Excel, max 2MB) and last filed year-end accounts (PDF, max 2MB)
- Whether statutory registers are up to date (Yes/No)
- Date accounts were last filed (year and month)
- UK turnover and global (if applicable) turnover for the 2025 and 2026 year ends (£)
- Outstanding Companies House filings (Yes/No)
- Charges, mortgages or security interests registered at Companies House (Yes/No, with details)
- Financial summary table covering last published accounts, latest management accounts and prior management accounts. Fields include period dates and length, turnover, cost of sales, gross margin (auto), operating expenses, EBITDA (auto), trade debtors and creditors, closing cash, loan balance and net assets
- Wholesale sales for the last four seasons (SS27, AW26, SS26, AW25)
- Direct-to-consumer sales for the last two years

Future Strategy

- Three-year business development strategy and business model (max 200 words)
- Top three current business challenges (max 200 words)
- Expertise needed to overcome challenges (full-time, part-time or consultant, funded by the prize) (max 200 words)
- Proposal for the fund, with activities and costs (max 200 words)
- Three areas for mentoring (max 150 words)

Institute of Positive Fashion

- Statement on sustainability efforts, covering priority areas such as decarbonisation, biodiversity, sustainable manufacturing, social sustainability, DE&I, circular economy, end-of-life and customer education (max 200 words). Applicants are asked to focus on their priorities rather than cover every area

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