

BFC/GQ DESIGNER FASHION FUND APPLICATION 2025

COMPANY INFORMATION

Brand name*

(Stylised as you would like it to appear on all official documents)

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*

Website*

Instagram*

Please copy and paste the full URL link, do not provide handles. Example of valid URL link: <https://www.instagram.com/{username}>

When did you launch your brand?* (Year & Month)

Year

Month

When did you incorporate your business as a Limited Company?* (Year & Month)

Year

Month

When did you start actively trading as a Limited Company?* (Year & Month)

Year

Month

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

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

Number of interns?*

PR Agency?*

COMPANY OWNERSHIP

Current organisation structure including employees and roles, consultants, advisors and professional organisations you work with. Max 100 words*

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

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

Yes No

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.

You are not obliged to answer any of these questions but the more information you supply, the more effective our monitoring will be.

Ethnicity?*

These ethnic groups do not represent how all people identify. We encourage applicants to write in their ethnicity using their own words if they do not identify with any groups on the list.

Gender identity?*

Under the definition in the 2010 Disability Discrimination Act, is the majority ownership disabled?*

The Equality Act 2010 defines a disability as a "physical or mental impairment which has a substantial and long-term adverse effect on a person's ability to carry out normal day-to-day activities". An effect is long-term if it has lasted, or is likely to last, more than 12 months.

STAFF DIVERSITY

The British Fashion Council (BFC) is activating a long-term plan to create a more diverse and equitable fashion industry. As part of several measures we are taking in our commitment to advocate for positive change, we would appreciate your time in completing the below information so we are able to monitor engagement and representation across our network.

We kindly ask you to fill in the below questionnaire so that we can understand the ethnicity, gender and disability status of your staff. You are not obliged to answer any of these questions but the more information you supply, the more effective our monitoring will be.

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

These ethnic groups do not represent how all people identify. We encourage applicants to write in their ethnicity using their own words if they do not identify with any groups on the list.

Asian Indian

Asian Pakistani

Asian Bangladeshi

Asian Chinese

Any other Asian background

Black Caribbean

Black African

Any other Black, Black British, or Caribbean background

Mixed White & Black Caribbean

Mixed White & Black African

Mixed White & Asian

Any other Mixed or multiple ethnic background

White English, Welsh, Scottish, Northern Irish or British

White Irish

White Gypsy or Irish Traveller

White Roma

Any other White background

Arab

Any other ethnic group (please state the ethnic group followed by the number of staff which belong to that ethnic group)

Prefer Not to Say

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

Male

Female

Non-binary

Prefer to Self-describe

(please state the identity followed by the number of staff which belong to that identity)

Prefer Not to Say

The Equality Act 2010 defines a disability as a "physical or mental impairment which has a substantial and long-term adverse effect on a person's ability to carry out normal day-to-day activities". An effect is long-term if it has lasted, or is likely to last, more than 12 months.

Under the definition of the 2010 Disability Discrimination Act, please indicate the number of your staff that has declared themselves disabled.*

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(s)/Designer's background e.g. design education, training, previous jobs of relevance. Max 100 words*

Creative Director/Designer's direct email*

ADD ANOTHER DESIGNER

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

You are not obliged to answer any of these questions but the more information you supply, the more effective our monitoring will be.

Ethnicity?*

These ethnic groups do not represent how all people identify. We encourage applicants to write in their ethnicity using their own words if they do not identify with any groups on the list.

Gender identity?*

Under the definition in the 2010 Disability Discrimination Act, does the creative director/ designer identify as disabled?*

The Equality Act 2010 defines a disability as a "physical or mental impairment which has a substantial and long-term adverse effect on a person's ability to carry out normal day-to-day activities". An effect is long-term if it has lasted, or is likely to last, more than 12 months.

PRODUCT CATEGORY*

Ready-to-Wear Menswear

Shoes

Millinery

Ready-to-Wear Womenswear

Jewellery

Other Accessories

All Ready-to-Wear

Bags

NEXT

Section 1 of 3

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*

Please provide a link to your latest press book* (if sharing via Google Drive please ensure that anyone on the internet with this link can view and do not submit any work using expiring links e.g. WeTransfer)

Please provide a link to the look book from your last two collections* (if sharing via Google Drive please ensure that anyone on the internet with this link can view and do not submit any work using expiring links e.g. WeTransfer)

Number of times you have applied for BFC/GQ Designer Fashion Fund excluding this application*

Have you been supported by the BFC before?*

Yes No

If yes please specify (e.g. BFC Scholarship, NEWGEN, Fashion Trust, LONDON show ROOMS, BFC/Vogue Designer Fashion Fund)

Have you been part of or received funding from any other talent initiative or prize?*

Yes No

If yes please specify (e.g. Fashion East, LVMH Prize, Sarabande, Other)

SALES

Tick what applies to your business structure from the list below:

	YES	NO
WHOLESALE*	<input checked="" type="radio"/>	<input type="radio"/>
ONLINE DIRECT-TO-CONSUMER* (If applying as a DTC-only business, you must have been trading via your own ecommerce or social media channels for at least 2 years and a have minimum £100,000 annual sales.)	<input checked="" type="radio"/>	<input type="radio"/>
PHYSICAL RETAIL*	<input checked="" type="radio"/>	<input type="radio"/>

How many stockists do you have?*

How many stockists do you have? required

Please give details of up to 10 of your top stockists

Country*

City*

Store Name*

Website*

Category*

ADD STOCKIST

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

Please provide a breakdown of your wholesale markets (% for each territory)*

Fill out at least one field

UK

EU

NA (North America)

LATAM (Latin America)

APAC (Asia Pacific)

OTHER

Please tell us how many stand alone stores/pop-ups you directly operate and where?*

(Please do not include retailers or multi-brand stores you are stocked in)

Please tell us how many stand alone stores/pop-ups you directly operate and where? required

Please provide your wholesale price range (in £)*

(Minimum)

Minimum range required

(Maximum)

Maximum range required

Please provide your retail price range (in £)*

(Minimum)

Minimum range required

(Maximum)

Maximum range required

MANUFACTURING

Types of manufacturing	YES	NO	Countries of manufacturing
CMT (Cut, make, trim)*	<input checked="" type="radio"/>	<input type="radio"/>	<input type="text"/>
Fully Factored*	<input checked="" type="radio"/>	<input type="radio"/>	<input type="text"/>
Other*	<input checked="" type="radio"/>	<input type="radio"/>	<input type="text"/>

FINANCIAL INFORMATION

Please download and complete the financial summary and cash flow templates.

[DOWNLOAD - Guidance Notes](#)

[DOWNLOAD - Financial Summary Template](#)

[DOWNLOAD - Cash Flow Template](#)

Please upload your fully completed financial summary*

Please refer to the guidelines PDF and use the provided financial template, keeping in excel format to upload. Maximum file size is 2MB

no file selected

Please upload your fully completed cash flow template*

Please refer to the guidelines PDF and use the provided financial template, keeping in excel format to upload. Maximum file size is 2MB

no file selected

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

no file selected

Turnover Year End 2024 (in £)*

Turnover Year End 2023 (in £)*

Please provide a breakdown of your wholesale sales for the last 4 seasons, from the most recent one to the oldest

Season*

Please specify the season

Sales (in £)*

Sales amount is required for the selected season

Please specify the season

Sales amount is required for the selected season

Please specify the season

Sales amount is required for the selected season

Please specify the season

Sales amount is required for the selected season

Please provide your DTC sales for the past two years (or sales to date), from the most recent one to the oldest*

Year (Year 1)*

Please specify the year 1

Sales (in £) (Year 1)*

Sales in year 1 required

Year (Year 2)*

Please specify the year 2

Sales (in £) (Year 2)*

Sales in year 2 required

FUTURE STRATEGY

Describe your business development strategy and business model over the next three years, outlining plans to keep your business financially viable. Max 200 words*

Please outline your proposal for the fund and how it will contribute to the growth of your business, including proposed activities and costs. Max 200 words*

Please list the top 3 business challenges that you are currently facing. Max 200 words*

Please list 3 areas that you would like to receive mentoring in. Max 150 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*

INSTITUTE OF POSITIVE FASHION

Please write a statement on your business's sustainability efforts. Max 200 words*

We wish to understand your activities - either planned or in delivery - on the topics of: decarbonisation and net zero, biodiversity and nature, sustainable manufacturing methods, social sustainability, DE&I, circular economy including circular design and new business models, end-of-life, and customer education on sustainability. Please note, we don't expect you to be doing all of these, the British Fashion Council is currently only interested in understanding which one/s are your priority and how you approach them. The British Fashion Council set up the Institute of Positive Fashion as a think tank to tackle climate action across the industry. Please click here to visit the [Institute of Positive Fashion](#) website to find out more about the work we do on the core themes of the circular economy, net zero, and social change.

We invite you to join the IPF, unite in our goal for a more sustainable fashion industry achieved through global collaboration and local action.

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*

CONFIRMATION

Tick this box if these details are the same as above

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. I confirm that the information I have entered is correct and final, and cannot be amended once submitted.*

Applicant Acknowledgement

By completing the online form and ticking the box, you 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 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/ GQ Designer Fashion Fund, you 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 your application, including personal data, will be shared within the British Fashion Council for the purposes of business support and to inform you of future opportunities. (The British Fashion Council's Data Policy, which sets out what personal data it will collect, how and why it is processed, and your rights in connection with such processing, can be found here: <https://www.britishfashioncouncil.co.uk/Policy>).

The British Fashion Council is committed to ensuring that all applicants are treated equally, without discrimination. Certain questions on this form are intended to help us maintain equal opportunities best practice and identify and address barriers in the industry to diversity, equity and inclusion. All information supplied will be treated in the strictest confidence and stored securely and accurately in accordance with our Data Policy (which you can find here: <https://www.britishfashioncouncil.co.uk/Policy>). 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. However, the British Fashion Council may share insights gathered from such data with third parties where strictly necessary, such as with government departments providing funding to British Fashion Council initiatives. If data or insights collected from special category data are shared with such third parties, it will always be on an aggregated anonymised basis.

It is in the BFC's legitimate interests to collect and process this data in order to ensure that candidates of all socio-economic, ethnic, cultural and religious backgrounds are getting equal opportunities to be involved in the programme and gain access to resources that will help them in the fashion industry. There is also substantial public interest in the collection and processing of this data for the purposes of identifying the existence (or absence) of equality of opportunity between candidates of all backgrounds with a view to enabling such equality to be promoted or maintained.

Thank you for submitting your application form.