

BFC NEWGEN 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 limited Company or you must become a limited Company within 6 months of winning the award. Tick here if you have read and understood the above statement*

Are you a registered company or a sole trader?*

A company limited by guarantee and registered at Companies House

Sole Trader

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 or Sole Trader?* (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.

-select- ▼

Gender identity?*

-select- ▼

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

-select- ▼

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 a number of 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 education networks.

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.

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

Creative Director/Designer's direct email*

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.

ADD ANOTHER DESIGNER

PRODUCT CATEGORY*

- Ready-to-Wear Womenswear
 Shoes
 Millinery

- Ready-to-Wear Menswear
 Jewellery
 Other Accessories

- All Ready-to-Wear
 Bags

SUPPORT APPLYING FOR

NEWGEN Supported Catwalk Show

NEWGEN Supported Presentation

NEWGEN Supported Digital Schedule Activation

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CREATIVE MERIT

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

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)

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)

Have you been supported by the BFC before?*

Yes No

If yes, please specify (e.g. BFC Scholarship or LONDON show ROOMS)

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* (You must have been trading via your own e-commerce or social channels for at least 6 months)	<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 2 of your top stockists

Country*

City*

Store Name*

Website*

Category*

ADD STOCKIST

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

What percentage of your wholesale business is UK-based or international?*

Wholesale business breakdown required.

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

Please provide a breakdown of your direct-to-consumer markets (% for each territory)*

Direct-to-consumer markets breakdown required.

UK

EU

NA (North America)

LATAM (Latin America)

APAC (Asia Pacific)

OTHER

MANUFACTURING

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

FINANCIAL INFORMATION

Turnover Year End 2024 (in £) – Please include consultancy, teaching and collaborations fees*

Turnover Year End 2023 (in £) – Please include consultancy, teaching and collaborations fees

Turnover Year End 2022 (in £) – Please include consultancy, teaching and collaborations fees

Please provide your DTC sales for the past 6 months (or sales to date), from the most recent one to the oldest*

Year 1*

Year 1 required

Sales in year 1*

Sales in year 1 required

Year 2

Sales in year 2

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

Please specify season*

breakdown of your wholesale sales Season1 required

breakdown of your wholesale sales Season2 required

breakdown of your wholesale sales Season3 required

breakdown of your wholesale sales Season4 required

Please specify sales (in £)*

Wholesale Season 1 Sale required

Wholesale Season 2 Sale required

Wholesale Season 3 Sale required

Wholesale Season 4 Sale required

FUTURE STRATEGY

Please set out below a summary of how you see your business moving forward for the next two years and how winning NEWGEN would support you with this. Max 200 Words.*

What business challenges are you facing at the moment? Please list the top 3.*

INSTITUTE OF POSITIVE FASHION

BFC NEWGEN 2025 MINIMUM STANDARDS

By implementing the framework developed by CPHFW, the BFC are committed to making the Minimum Standards a mandatory criteria for BFC NEWGEN brands. To be eligible to apply for the BFC NEWGEN programme, applicants must provide an answer to the following 18 statements in order to monitor each applicant's sustainability efforts.

Applicants will be asked to answer the following statements with YES/WORK IN PROGRESS/NO. Applicants will have to provide a description of their activity and, where available, links and supporting documents.

MINIMUM STANDARDS		YES	WORK IN PROGRESS	NO	SUPPORTING INFORMATION
1	We have a formally approved sustainability strategy in place, covering both environmental and social considerations.*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<p>In this section, you can include commitments to international pledges or voluntary schemes such as SBTi, UNGC, ILO or UNFCCC. Please describe how your strategy is reviewed and monitored (updates on social media/website, project management tools etc).</p> <div style="border: 1px solid black; height: 50px; width: 100%;"></div>
2	We have guidelines and structures in place to provide equal opportunities and hiring processes for greater diversity and inclusion in our office(s), especially for management positions.*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<p>In this section, you can include your DEIB policy in the form of a company handbook, strategy document, internal guidelines/targets/commitments.</p> <div style="border: 1px solid black; height: 50px; width: 100%;"></div>
3	We do not destroy unsold clothes and samples from previous collections and have a process in place for leftovers.*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<p>In this section, please describe your process for handling unsold clothes, samples and leftovers incl. any partners you might work with.</p> <div style="border: 1px solid black; height: 50px; width: 100%;"></div>
4	We have criteria in place to ensure the quality and longevity of our products and inform our customers about the value of longevity.*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<p>In this section, please include which measures or criteria ensure the longevity and durability of products and how they were tested. Please include whether and how you communicate the value of longevity to your customers (e.g. care instruction, store staff, labels, information on website etc.)</p> <div style="border: 1px solid black; height: 50px; width: 100%;"></div>
5	We implement circular design principles to our products considering their repairability, recyclability, upgradability and reusability as well as the inclusion of recycled content.*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<p>In this section, please provide examples of how circular design principles have been implemented in your collections. Please also note whether you source second-hand or deadstock materials and repurposing textiles as part of collections.</p> <div style="border: 1px solid black; height: 50px; width: 100%;"></div>

6	<p>At least 30% of our collection is either certified, made of preferred materials or deadstock fabric.*</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<p>In this section, you can include the list of materials and their quantities in % for your most recent collection. For inspiration on preferred materials, you can check out this report and The Preferred Fiber and Material Matrix by Textile Exchange.</p> <div data-bbox="1177 349 1522 465" style="border: 1px solid black; height: 50px; width: 100%;"></div>
7	<p>We have a preferred materials list in place.*</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<p>If you have this, please share the list. The list of preferred materials should consider environmental and/or social impacts as well as trade-offs of the materials of your choice. Note that conventional natural fibres are not considered preferred if not at least organic or recycled.</p> <div data-bbox="1177 770 1522 887" style="border: 1px solid black; height: 50px; width: 100%;"></div>
8	<p>We have a list of restricted substances in place, following the EU REACH Directive, and have a test programme in place to ensure compliance from our suppliers. For guidance, check out ZDHC*</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<div data-bbox="1177 940 1522 1057" style="border: 1px solid black; height: 50px; width: 100%;"></div>
9	<p>Our collection is free from virgin fur and wild animal skins, also referred to as exotics. Please note, London Fashion Week's fur-free policy has been extended to include a ban on wild animal skins, also referred to exotics.*</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<p>Specifically, this means that no fur is used regardless of species or production method unless it is recycled or reused. All animal skins are banned except those from domesticated cattle, sheep, goats and pigs. If you answer yes to this question, you confirm that you do not use the above-mentioned animal-derived materials. In this section, you can also include if you are planning to use upcycled and/or fake alternatives for your collections.</p> <div data-bbox="1177 1518 1522 1635" style="border: 1px solid black; height: 50px; width: 100%;"></div>
10	<p>We have a Code of Conduct in place according to international guidelines and standards and work with our suppliers via e.g. self-assessments, third party audits or training to build their capacity to meet the CoC.*</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<div data-bbox="1177 1688 1522 1805" style="border: 1px solid black; height: 50px; width: 100%;"></div>
11	<p>We implemented control measures to prevent contributing to harm through our purchasing practices.*</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<p>Only complete if you have more than 10 employees</p> <div data-bbox="1177 1926 1522 2042" style="border: 1px solid black; height: 50px; width: 100%;"></div>

12	<p>We have concrete guidelines and processes in place to operate a safe, healthy and respectful working environment for employees in our office(s), free from harassment and discrimination and where everyone enjoys equal opportunities regardless of gender, ethnicity, age, political/ religious/ sexual orientation, physical appearance and ability.*</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<p>In this section, please explain how your employees are informed about your policy and guidelines and if any positions or teams are trained to identify and deal with discrimination and harassment in the workplace.</p> <div data-bbox="1177 320 1522 439" style="border: 1px solid black; height: 50px; width: 100%;"></div>
13	<p>Our staff are well informed about our sustainability strategy through training programmes and/or educational material.*</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<p>In this section you can outline how you educate your employees and share any educational materials.</p> <div data-bbox="1177 589 1522 707" style="border: 1px solid black; height: 50px; width: 100%;"></div>
14	<p>We educate and inform our customers about our sustainability practices in line with the Green Claims Directive on at least two platforms.*</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<p>In this section, please share links to examples of your sustainability communication.</p> <div data-bbox="1177 857 1522 976" style="border: 1px solid black; height: 50px; width: 100%;"></div>
15	<p>We make use of plastic in store and/or for online orders in line with the EU's recommendations on single-use plastic products.*</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<p>If you operate as a DTC brand in this section you can indicate how you are working to reduce your footprint. For wholesale partners, only applicable if brand-owned packaging is used.</p> <div data-bbox="1177 1189 1522 1308" style="border: 1px solid black; height: 50px; width: 100%;"></div>
16	<p>Our show and backstage production does not produce/use single-use props for the showcase, prefers rental options and finds a long-term second life for all props that are not rented.*</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<p>In this section, please describe your planned show production and share any partners you're intending to work with. BFC conducts backstage and front-of-house checks during each edition of fashion week for NEWGEN brands on the official show schedule to ensure show-related Minimum Standards are upheld. When submitting the survey brands must confirm production teams are informed and how they are planning to uphold the respective Minimum Standards.</p> <div data-bbox="1177 1798 1522 1917" style="border: 1px solid black; height: 50px; width: 100%;"></div>
17	<p>No single-use plastic packaging will be used to produce our showcase and waste will be sorted according to local authority sorting requirements.*</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<div data-bbox="1177 1966 1522 2085" style="border: 1px solid black; height: 50px; width: 100%;"></div>

18	For our collection we are measuring our emissions and reduction plans.*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Please list below any progress you have made or your annual plan. <div data-bbox="1177 181 1522 300" style="border: 1px solid black; height: 50px; width: 100%;"></div>
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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 NEWGEN, 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.

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SUBMIT

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Thank you for applying for NEWGEN.

All applications will be reviewed by a judging panel.

You will be informed via email if you have been shortlisted. The shortlist will be invited for an interview in April 2025. The winners will be announced in May 2025 (dates subject to change).

For any further enquiries please contact:
newgen@britishfashioncouncil.com