15 YEARS

48 SHOWS
332 DESIGNERS
25 COUNTRIES

THE FUTURE OF FASHION

SEASON2 2021 MEDIA DECK

SEASON 2 - OCTOBER 10-16-2021

#bkstyle #fwbk #futureoffashion

fw | BK FASHION WEEK BROOKLYN

BK STYLE / FASHION WEEK BROOKLYN BRIDGING
FASHION & COMMUNITY A BROOKLYN ECO-SYSTEM

BK | style FOUNDATION

WHO WE ARE

Fashion Week Brooklyn (FWBK) is a bi-annual exhibition of national and international fashion designers founded by the BKStyle Foundation (BKStyle), a 501c(3) non-profit organization.

Named the No. 5 International Fashion Event by Fashionado in 2015, event attendees include a wide range of socially- conscious creatives coming together in the Borough of Brooklyn.

BK Style Foundation (BKlSF) also lends a voice to social causes like human rights and civil liberties, HIV/AIDS awareness, poverty and community development.

This is done through partnering with organizations like Denim Day NYC, which raises awareness for sexual assault and domestic violence, the Art in Motion Show, Beauty for Freedom, the Soles4Souls Foundation, MTV's Staying Alive Foundation and Global Fashion Exchange

BK Style Foundation makes an impact through innovative clothing swap events, curated talks and cultural/social activities around the world.

WHAT WE DO

BKSTYLE/FASHION WEEK BROOKLYN PARTNERSHIP EVENTS

CITYPOINT X FASHION WEEK BROOKLYN - "GEN K, KIDS RUNWAY SHOW"

Fashion Week Brooklyn produced a Gen K (kids' runway show hosted by City Point) Attending press, specially invited guests and the surrounding community was there to document the next generation in Brooklyn fashion. With a showcase of kids-wear designers and Retailers giving the attendees an advanced preview of products available for purchase within the shopping center

KINGS PLAZA x FASHION WEEK BROOKLYN "RUNWAY MEETS THE REAL WAY "

In partnership with Kings Plaza Mall, Fashion Week Brooklyn produced and staged an open call for models, stylists, and hair and make-up artists. Selected models walked the Kings Plaza Retailers Runway styled, dressed and made-up by the "open call" elite.

WHAT WE DO

DESIGNERS EXCHANGE
BKSTYLE collaborates with international fashion organizations to showcase designers in Brooklyn, and in return takes designers from Brooklyn and around the USA to showcase their collection and be inspired by their culture.

2019 HELLO AFRICA – SHOWCASE OF DESIGNERS FROM AFRICA
BK Style Foundation/FWBK support the growth of the African fashion design market and inspired new talent from the region. FWBK act as an ambassador for Africa fashion designers in the International design community; exposing them to the international design business and market.

2020 - BK STYLE X CARIBBEAN FASHION
FWBK showcase a collection of designers and artist from Barbados, that captures the diversity, creativity and the integrity of Caribbean Fashion and Art.

2020 - BK STYLE X MANILA FASHION
“Season 2020 Manila” a collaboration of the industry professional; Fashion Designers, Models, and Hair and Make-up Artist, Fashion Influencers, Photographers and Videographers and our Media partners to showcase the Designers’ available collections. The fashion virtual runway show is the first of its kind entirely produced from the designer’s location in the Philippines

THE FASHION RUNWAY

#FWBK

FWBK provides an opportunity for the designer's collections to be reviewed by buyers, bloggers, editors, industry insiders, and celebrity guests as well as consumers.

Designers from around the world come to Brooklyn to showcase their collection at Fashion Week Brooklyn.

FWBK presents a collection of designers for Fall/Winter and Spring/Summer annually.

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SEASON2 2021
OCTOBER 10-16-21

SEASON1 2022
APRIL 2022, DATES TBC

SEASON2 2022
OCTOBER 2022, DATES TBC

BKSPEAKS

TECHNOLOGY, SUSTAINABILITY, CULTURE & COMMUNITY

BKSPEAKS is a platform to enable and cultivate discussion around engaging topics concerning technology, sustainability, culture, and community.

BK SPEAKS is an integral component of BK Style and Fashion Week Brooklyn's schedule of events. Each season @fashionweekbrooklyn presents panel discussions featuring an amazing array of industry professionals and influencers to have an open discussion on the cycle of design with a focus on technology, sustainability and the fashion community.

BK STYLE FOUNDATION has adopted a diversity policy "committed to the goal of balancing diversity in the Fashion Industry through awareness & action."

EVENTS STRUCTURE

Events (subject to change)

Open Call
(models, HMU artist, stylist)
Official Press Conference
Young Designers showcase
Designers RTW and Couture
Kids Runway
Wearable Tech
Sustainable Designs
BK Speaks (panel discussion)
Style & Grace (Timeless Fashion Runway)
Meet the Designers
Genderless Fashion

EVENT THEME:
"THE FUTURE OF FASHION"

LOCATION:
BROOKLYN/VIRTUAL

DAY 1
Event 1, Event 2, Event 3
Designers Collection
Showcase

DAY 2
Event 1, Event 2, Event 3
Designers Collection
Showcase

DAY 3
Event 1, Event 2, Event 3
Designers Collection
Showcase

DAY 4
Event 1, Event 2, Event 3
Designers Collection
Showcase

DAY 5
Event 1, Event 2, Event 3
Designers Collection
Showcase

DAY 6
Event 1, Event 2, Event 3
Designers Collection
Showcase

DAY 7
Event 1, Event 2, Event 3
Designers Collection
Showcase

DAY 8
Event 1, Event 2, Event 3
Designers Collection
Showcase

PARTNERSHIPS

SUSTAINABLE FASHION WEEK x BK Style
7 DAYS OF SUSTAINABLE FASHION
A 7-day live and Virtual Event in both NYC & NJ of emerging sustainable designers, established sustainable designers and vintage collectors. Unlike your typical Fashion Week, this platform will also host a sustainable product lounge, a sustainable fashion panel, and more importantly, a sustainable fashion exhibit giving visuals on what is sustainable fashion and why it is the future of fashion.

Digital Fashion Week NY (DFWNY) x BK Style is a hub for exhibiting fashion through innovative virtual means. Our mission to influence the future of fashion by providing a central exhibition space for designers, 3D artists, 3d modelers, AI, design software and wearable technology to interact. DFWNY offers a 360 digital experience to the fashion industry. Our model supports sustainability, individuality, creativity. It provides an equal platform for all members of the digital fashion industry from the self-taught 3D artist to the global fashion brand.

Brooklyn Beauty/Fashion Labo (BBFL) x BK Style is dedicated to serving artists and designers as a bridge between Brooklyn and Japan. BBFL is partnering with the BK Style Foundation will be an ongoing relationship that will open doors for emergent Brooklyn fashion designers and other creatives to the Japanese market.

GLOBAL FASHION EXCHANGE (GFX) x BK Style (Swap America with Lablaco). GFX is an international platform and consultancy promoting sustainability in the fashion industry with inspiring forums, educational content and cultural events. GFX empowers brands and consumers to take action for a better environment. We started with one clothing swap and our passion had led us on a path that has expanded our network of passionate change-makers globally.

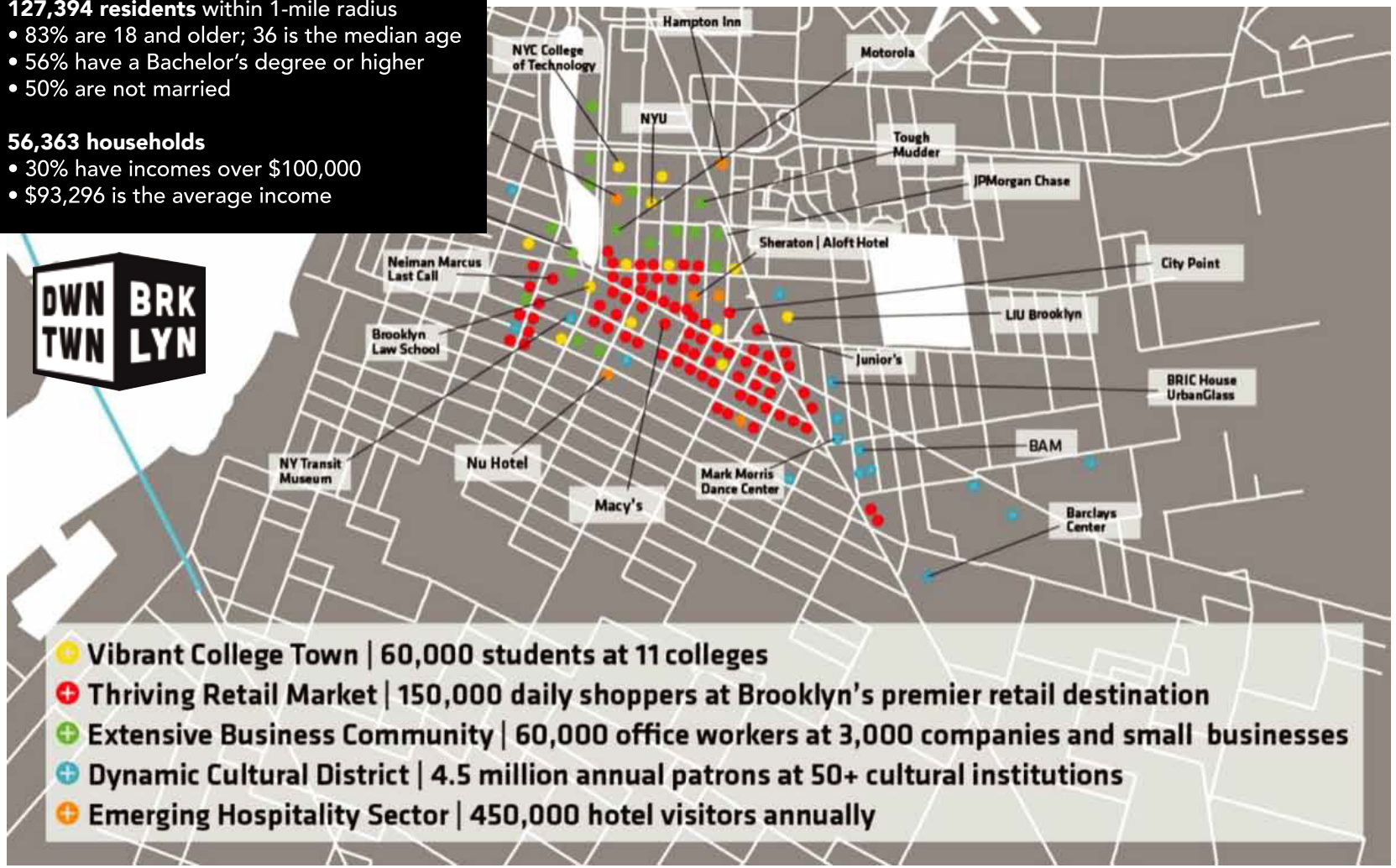
COPE NYC x BK Style
is an event partnership hosting and collaborating with Fashion Week Brooklyn at Acumen .
Co-producer of "Art Meets Fashion" with the Brooklyn Beauty Fashion Labo, a virtual showcase of art and fashion.

TAP INTO BROOKLYN'S ECO-SYSTEM

The Downtown Brooklyn Partnership serves as the primary champion for Downtown Brooklyn as a world-class business, cultural, educational, residential and retail destination

127,394 residents within 1-mile radius
- 83% are 18 and older; 36 is the median age
- 56% have a Bachelor's degree or higher
- 50% are not married

56,363 households
- 30% have incomes over $100,000
- $93,296 is the average income



OUR AUDIENCE

ATTENDEES
Celebrities, Socialites, Fashion Industry Executives and buyers, International Marketing & Sales Executives, Magazine Publishing Executives & Editors, Charitable Donors, Financial Service Professionals and investors, Bloggers, Designers Models, Actors, and Artists.

AVERAGE ATTENDANCE
150-500+ (avg. attendees per event)

AGE
25-64 primary / 30- 40 core

GENDER
60% FEMALE / 40% MALE

HHI
$80+K (avg. attendee)

MEDIA EXPOSURE

INCREASE YOUR AUDIENCE IMPRESSIONS

IMPRESSIONS
SAVE THE DATE sent to 5,000+
Digital Invitation sent to 1,500+
Digital General event schedule sent to 15,000+

ONLINE EXPOSURE
Logo and link on BK Style / FWBK website
Instagram (x), 11.3k #fwbk
Facebook (12,000+)
Linkedin (5,000+)
Twitter (3,000+)
Youtube (500+)

MEDIA
Daily News
Euclid Magazine
No 3 Magazine
Time Out NY
AM NY
Metro NY

VOGUE
GLAMOUR
NBC
abc
DAILY NEWS
BAZAAR
BRIC
NEWS 12 BROOKLYN
The New York Times
metro
THE HUFFINGTON POST
WWD
No.3
am NEWYORK
NY1
BROOKLYN MAGAZINE
TELEMUNDO
Bravo
HWEEKLY
Time Out New York
NYLON
BUST

PAST SEASONS SPECIAL EVENTS

DENIM NIGHT OUT

In partnership with Levy NYC hosted by Lytehouse Studio, Denim Night Out was a fundraising event and mini presentation raising funds for Denim Day NYC.

TECH & SUSTAINABILITY

Hosted by SAP Leonardo Center in partnership with Global Fashion Exchange, the event was a panel discussion exploring the impact of technology in sustainability.

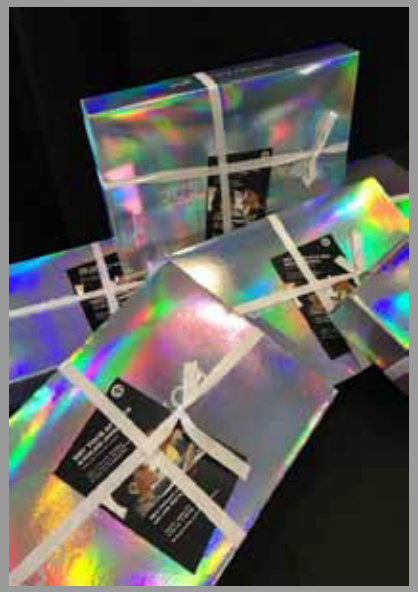
AWARDS PRESS CONFERENCE

Hosted by the Brooklyn Borough office, presented by the BK Borough President, Eric Adams which honored emerging designers. The event invited the press to preview exclusive designer collections.

BKSTYLE/FWBK LAUNCHES NEW BRANDS

Fashion week brooklyn is your direct route to engage passionate consumers who make purchases for their friends and family.

STYLAGA



WWW.STYLAGA.COM

SAINT NEW YORK

WWW.SAINTNEWYORK.COM

NANACOCO

WWW.NANACOCO.COM

SPARTI SCENTS

WWW.SPARTISCENTS.COM

BKSTYLE SWAP AMERICA

BK STYLE SWAP ACROSS AMERICA

BK Style Swap Across America, is a pop-up swap event to celebrate Swapping with Global Fashion Exchange, Lablaco, Swapchain and Sustainable Fashion Week across the USA and internationally. The Mission is to save the landfills of items that can be use by another person and can be share without a cost to the individual, creating a sustainable lifestyle.

Our mission is to create a sustainable planet with less consumerism. BK Style Swap Across America is giving consumers the chance to participate and discover fashion through swapping.

BK Style Swap Across America event, our partner Lablaco created Digital platform to make the swapping easy, participants will be able to activate a SWAPCHAIN account, and then bring the items to the BK Style Swap Across America events. BK Style will collaborate with organizations across America to create a swap event as part of an educational project or fundraising event.

LABLACO is a universal platform connecting all stakeholders to accelerate digitization and transition towards a multi-dimensional circular economy for fashion. By digitizing fashion, we are redefining the relationships between suppliers, designers, brands, retailers, content creators, and individual customers through transparency and circularity. Welcome to the next-generation ecosystem of fashion empowering art, design, science, and engineering.

ALIGN WITH OUR PARTNERS

Brooklyn Borough President's Office
Downtown Brooklyn Partnership
Council Member Laurie Cumbo
Sustainable Fashion Week
Digital Fashion Week
Global Fashion Exchange
Brooklyn Beauty Fashion Labo
Thunderlily
COPE NYC
Swap Chain
GFX
Lablaco
The Canvas by Querencia
Materials for the Arts
BRIC Arts Media Brooklyn
Denim Day NYC
Brooklyn Fashion Academy
Made In NYC
Made In Brooklyn Tours

BE A PART OF OUR ECO-SYSTEM

CASE STUDY: MACERICH GROUP (KING'S PLAZA MALL)

GOALS

Increase foot traffic, brand awareness, and social media engagements.

In-Store Traffic
Increased overall foot traffic by 30%

Store Visits
Time spent increased by 15 minutes per visitor

Sales
Retailers within Kings Plaza Mall reported 10-20% increase in sales after FWBK event both in-store & online

Social Media
Engagement increased by 40% after Fashion Week Brooklyn

ENTER THE SPHERE OF THE BKSTYLE ECO-SYSTEM

Envision your brand name and logo at the top of an event banner, featured on promotional street signage and other corporate promotional materials, your own feature press conference with a press release detailing your brand's partnership.

Sponsorships can be tailor-made to suit sponsor/partner needs to be based on brand's specific budget. We offer a number of lively possibilities for the discerning marketer demanding a distinctive presence at Fashion Week Brooklyn

HERE'S WHAT WE CAN DO FOR YOU

- Market, promote and advance preview products and services at our event
- Pair specific marketing needs with our network
- Market your brand through multiple seasons where applicable to BK Style/FWBK networking events
- Align with our media partners for additional marketing and promotional opportunities
- Align with our charitable partners to showcase your brand's philanthropic support
- Can create custom sponsorship package for your brand's marketing needs

SPRING/SUMMER 2020 – OCTOBER 2019
FALL/WINTER 2020 – APRIL 2020
SPRING/SUMMER 2020 – OCTOBER 2020

Become a Title, Presenting, Supporting, Donating, Charitable or Gift Sponsor

CONNECT WITH US

**FASHION WEEK BROOKLYN,
LIKE BROOKLYN ITSELF,
IS AN EXPERIENCE OF CONSTANT REINVENTION,
BE A PART OF THE METAMORPHOSIS.**

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