

BEHIND-THE-SCENES
HAIR | BEAUTY
MAKEUP | WARDROBE
PARTNERS AND SPONSORSHIPS

#bkstyle #fwbk

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 (BKISF) 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

BEHIND THE SCENES TO THE RUNWAY

BRAND OPPORTUNITIES

Over the years of Fashion Week Brooklyn, our backstage team has worked with many brands in showcasing their products on our runway models for each show. The extend of the products's exposure goes beyond the runway to being as part of our gifting suites for influencers and celebrity attendees to pop-up booths and info stations at the show where guests can see, try and learn about the product in person during the course of the show. As part of the runway model product coverage, brands get a chance to see their product in action on a live stage and behind-the-scenes.

FWBK hopes to provide this as an opportunity for emerging brands as well as established brands to get feedback from their users and potential consumers. The FWBK setting also allows for good photo opportunities that can be used for brand PR and advertising.

A close-up photograph of a makeup artist applying a vibrant red face paint to a model's forehead. The model is wearing a white headband and has her eyes closed. The artist is using a brush to carefully apply the paint. The background is slightly blurred, showing what appears to be a backstage area with shelves and equipment.

BACKSTAGE

FULFILLING VISIONS AND ALIGNING PRODUCTS TO PEOPLE

Backstage remains an integral part of Fashion Week Brooklyn's success each year. Our dedicated team of stylists, hair-stylists and make-up artists work continuously and professionally as a team in bringing out the best looks that feature both the products used as well as the designer's vision without compromising on either.

FWBK believes in the balance and integrity of both the designer as well as the brands that help fulfill their artistic vision that will be featured on the runway. The FWBK team would work with a brand coordinator and the styling team to execute the best outcome that is fitted for the runway while aligning with the ideals and visions of the brand.

GIFTING SUITES



TAILORING CLIENT TO THEIR CELEBRITY TARGET AUDIENCES

FWBK regularly invites influencers and celebrities to our runway shows and events as part of the show's tradition. The invited guests are often given a gifting suite as a courtesy of their attendance and coverage of the event, often which includes brand products where they undergo a trial, review and possible coverage on the products themselves.

FWBK works with the brand in the pairing and selection of the products and brands to influencers and celebrities that fall within their target audience.

During the FW19 show, SAINT New York, a Gen Z male consumer brand, had products given specifically to the celebrity attendees from the season.



GIFT BAGS & SEATING

REACHING THE EVERYDAY CONSUMER THROUGH FWBK

As part of the FWBK runway tradition, attendees also receive a gift bag to commemorate their experience at the show. Gift bags are a potential conduit for advertising, product trials and raising awareness. In the past years of FWBK, our gift bags have served as a medium for guests to learn about upcoming events, brands and social issues where they then relay on to their circle of friends and family.

Each season, FWBK curates the items and printed materials placed in or alongside the gift bags so as to best communicate with the attendees/consumers as well as encapsulating the nature of FWBK and BK Style Foundation.

EVENTS STRUCTURE (subject to change)

SATURDAY APRIL 4TH

Event: Drag Runway
 In Partnership with IDA Film Canada
 Hosted by: Pangina Heals
 @panginaheals
 Location: COPE NYC 630 Flushing Ave
 Open to the Public (Ticketed) - 6pm

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:

**"EMPOWERING
 BROOKLYN STYLE"**

LOCATION: BROOKLYN

DAY 1 – SUNDAY APRIL 5TH

Event: Gen K Runway (Kidswear)
 Prod Partner: Zyem NYC
 Location: Parkslope
 3pm to 6pm
 Open to the Public – Ticketed

DAY 2 – MONDAY APRIL 6TH

Event: Fashion Indie Movies
 Hosted by: BK Style Foundation
 Location: Brooklyn Central Library
 Open to Public (Ticketed fundraiser)

DAY 3 – TUESDAY APRIL 7TH

Event: "Future of Fashion"
 Fashion pop-up Market
 Fashion & Technology by ThunderLily
 Hosted by: Fashionablyin UK
 Location: Parkslope
 Open to the public - 9am to 6pm

DAY 4 – WEDNESDAY APRIL 8TH

Event: "Future of Fashion"
 Fashion pop-up Market
 Fashion & Technology by ThunderLily
 Hosted by: Fashionablyin UK
 Location: Parkslope
 Open to the public - 9am to 6pm

DAY 5 – THURSDAY APRIL 9TH

Event: Future of Fashion
 RUNWAY Designer Collections
 Hosted by: COPE NYC
 Location: 630 Flushing Ave ☑Ticketed
 6pm – 9pm

DAY 6 – FRIDAY APRIL 10TH

Event: RUNWAY Designer Collections
 "Hello Africa Fashion"
 Hosted by: COPE NYC
 Location: 630 Flushing Ave ☑Ticketed
 6pm – 9pm

DAY 7 – SATURDAY APRIL 11TH

Event: RUNWAY Designer Collections
 Hosted by: COPE NYC
 Location: 630 Flushing Ave
 Ticketed 5pm – 8pm

Season Wrap event – April 12th
 Level Up BK – "Empowering Style"
 Event:: BK Style Fundraiser party
 Location: Parkslope
 Ticketed – 5pm to 11pm

TAP INTO BROOKLYN'S ECO-SYSTEM

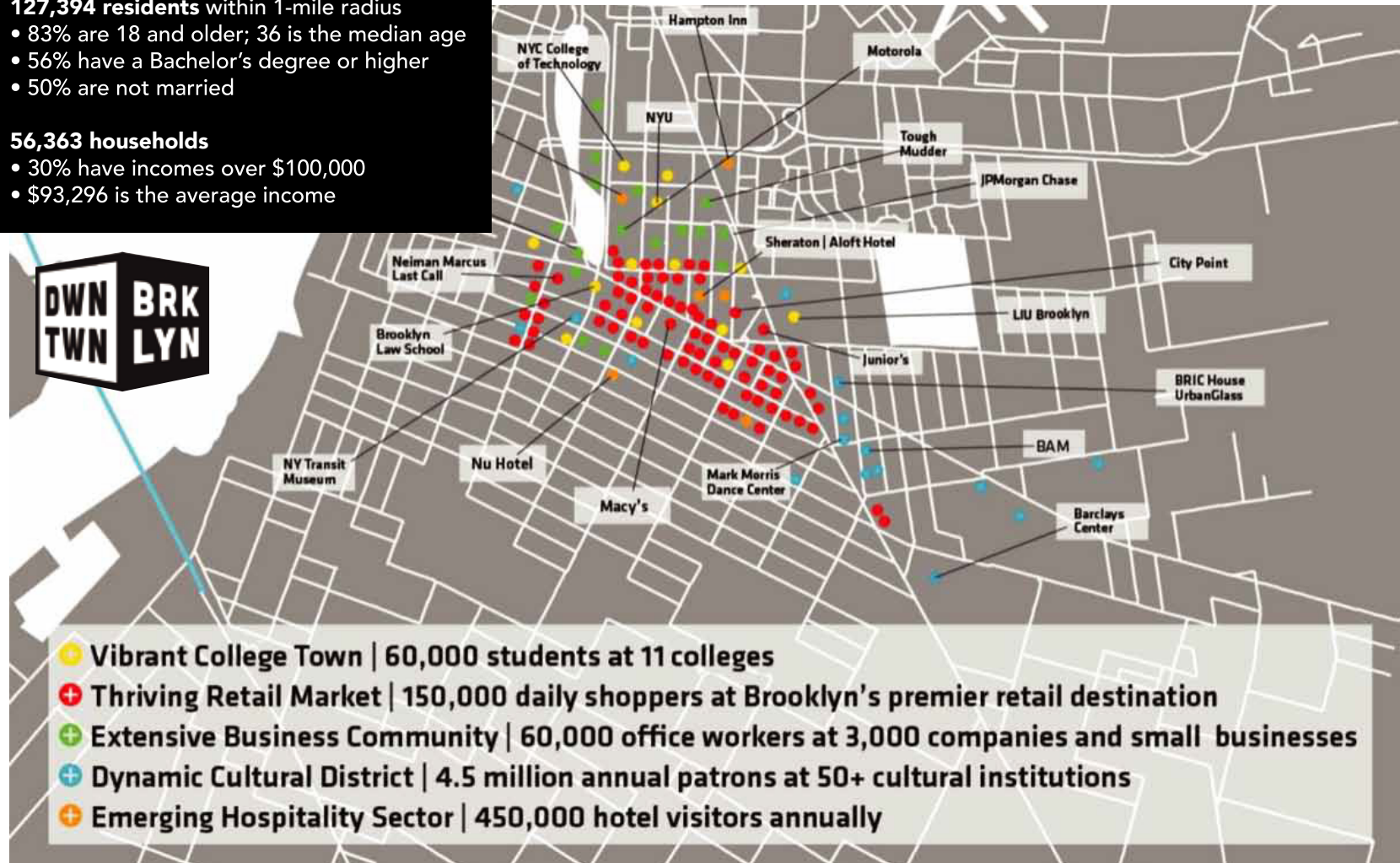
The Downtown Brooklyn Partnership serves as the primary champion for Downtown Brooklyn as a world-class business, cultural, educational, residential and retail destination

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 WITH US

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



The New York Times

THE HUFFINGTON POST

WWD

No.3
MAGAZINE



TELEMUNDO



NYLON

GLAMOUR

DAILY NEWS

BAZAAR



BROOKLYN MAGAZINE



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 NY



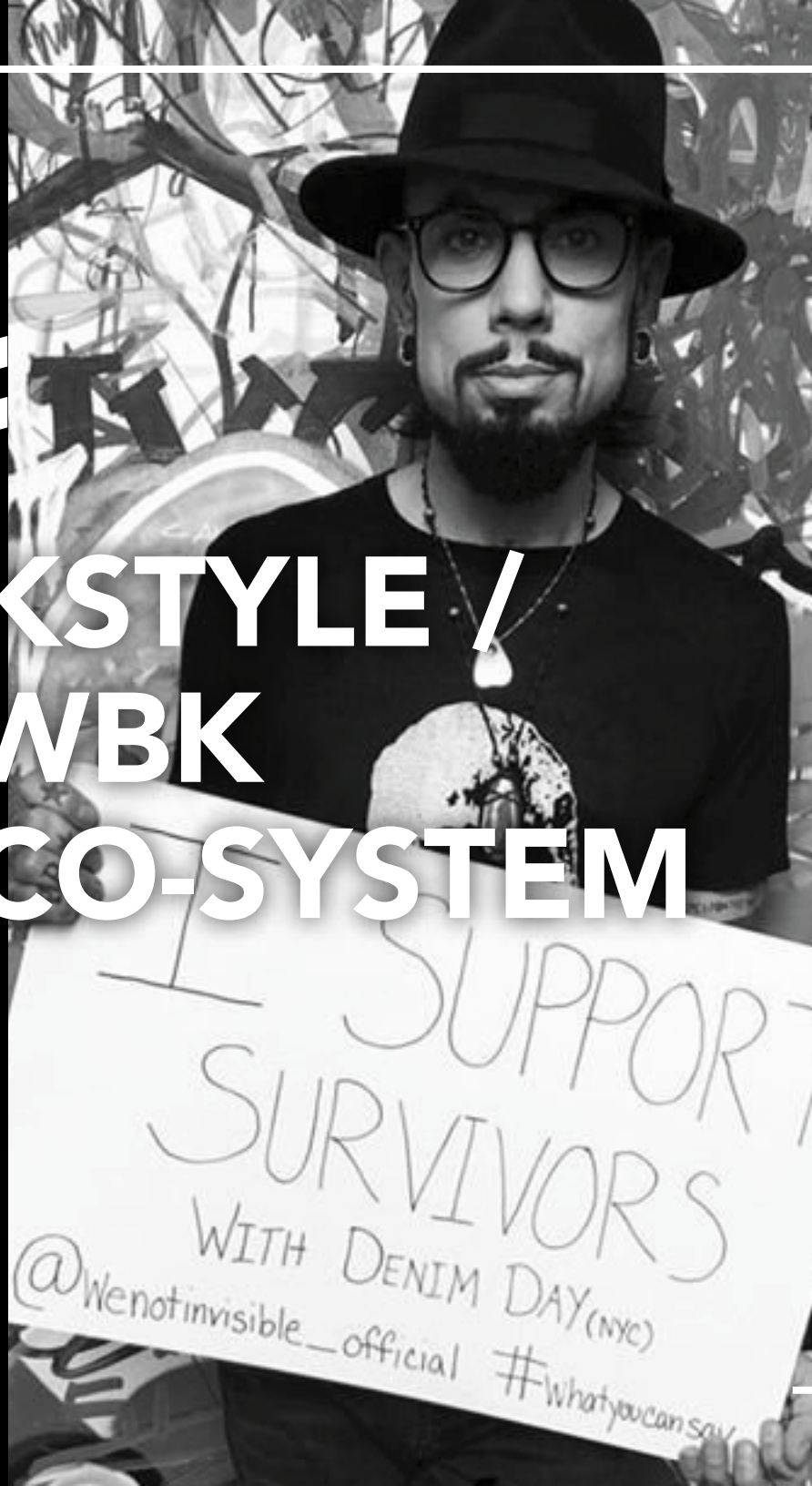
WWW.SAINTNEWYORK.COM

NANACOCO



WWW.NANACOCO.COM

BKSTYLE / FWBK ECO-SYSTEM



ART MEETS FASHION

This partnership between BK Style/FWBK and Beauty for Freedom which bridges the consumer and creative communities through visual art exhibitions and art education featuring artwork by emerging artists.

PHILANTROPY

As part of BK Style/FWBK's commitment to giving back, it launched a campaign to support survivors of sexual assault through a portrait book bringing hope to humanity. In order to raise awareness for the cause the #cardboard campaign was also created on social media.

PARTNERSHIPS

BK Style/FWBK also partnered with The Power of Influence Awards, honoring fashion icons such as Dapper Dan, Lil Kim, Kendrick Lamar, Angela Simmons and more. A partnership with ILMG hosted by the NYC Mayor at City Hall.

ALIGN WITH OUR PARTNERS

Brooklyn Borough President's Office
 Downtown Brooklyn Partnership
 Council Member Laurie Cumbo
 Cope NYC
 Levy NYC
 Lytehouse Studio
 Debe Communications
 ILMG
 Runway The Real Way
 Global Fashion Exchange
 Rise Art & Design
 BK Swirl Lifestyle
 Materials for The Arts
 Beautiful Stranger
 Art in Motion Show
 BRIC Arts Media Brooklyn
 Denim Day NYC
 WE2
 Zebra PR
 BK Fashion Incubator

BE A PART OF OUR ECO-SYSTEM



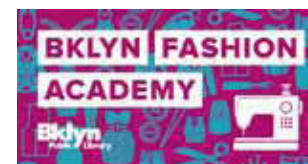
CITYPOINT



STYLAGA



WE2



ACUMEN
CAPITAL PARTNERS LLC



STRAIGHT
WALK
RUNWAY



CLOE'S CORNER
CO-WORKING & GATHERING SPACE

ARTS
THREAD

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

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

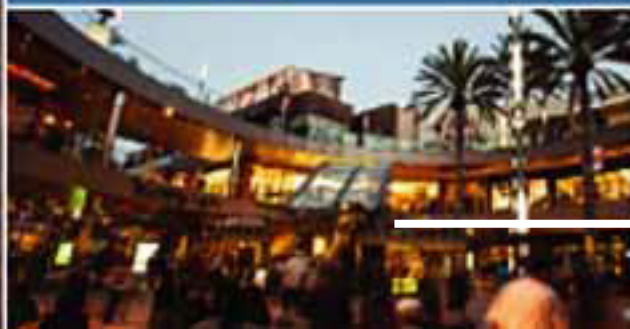
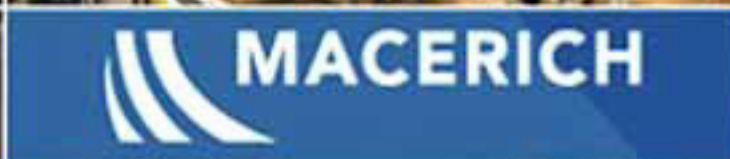
Time spent increased by 15 minutes per visitor

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



SPONSORSHIPS

FWBK BACKSTAGE

Become a "FWBK Backstage" sponsor partner (2 exclusive sponsor per season)

BACKSTAGE SPONSORSHIP ASSETS:

- Company name Logo on the BK Style/FWBK website Sponsor
- Highlighted listing as an official "Backstage" Sponsor
- Press release announcing the sponsorship of FWBK
- Company Brand and promotional materials at all FWBK events
- Deliver targeted real-time messages through digital and static signage with corporate logo displayed on the event "step and repeat". Audiovisual Media Company branding on event Digital video screens and other digital activations
- On-site collaterals and signage recognition throughout all events and location along with pre-events and post events
- The Inside covers and shared back cover page and three full-page advertisements within the event program (including brand logo)
- Opportunity to create a database-generating drawing or contest at FWBK event
- Logo, image or trademark's inclusion on print materials and electronic transmissions including invitations, announcements, newsletters, direct mailings, posters and fliers for FWBK events
- Sampling/placement through VIP (gifting suite/gift bags) and general attendee gift bags
- "Brand Ambassador" spaces for celebrity and VIP networking during events or Media reception, with a dedicated FWBK Social media influencer to brand company on FWBK social media (10 post)
- 20 Complimentary Corporate Entries to all events (VIP)

SPONSORSHIPS

IN-KIND SPONSOR

TRAVEL AND HOSPITALITY

Underwrite travel and lodging in Brooklyn/NYC for FWBK international designers and guests

WINE/BEER/SPIRITS

Donate premium wine, beer, and spirits for the bar and/or host a pop-up bar at the event

GIFT BAGS

Donate items to be included in gift bags that are given out to 300-500 attendees of Fashion Week Brooklyn

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BROOKLYN



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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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