

# BERLIN ALTERNATIVE ALTERNATIVE FASHION WEEK

## DESIGNER APPLICATION

### Brand details

Brand name\*:

### Designer details

Designer name/s

First name\*:

Surname\*:

Gender\*:

Male/Female/Transgender

Direct tel\*:

Direct email\*:

Design training\*:

What is your Ethnic Group?\*

### Designer 2 (if applicable)

First name\*:

Surname\*:

Gender\*:

Male/Female/Transgender

Direct tel\*:

Direct email\*:

Design training\*:

What is your Ethnic Group?\*

## Company details

**Company name\*:**

(If different from BRAND name)

**Ltd Partnership SoleTrader**

**Address line 1\*:**

**Address line 2:**

**City\*:**

**Postcode\*:**

**Country\*:**

**Office tel\*:**

**Mobile tel\*:**

**Fax:**

**Website:**

**Email\*:**

**Product category** (must choose at least one of these) \*

Ready-to-wear/Couture/Costume/Art/Accessories

-

**Product Description**

(Short description of your garments - max 500 words)

-

**I/We wish to apply for the following**

Catwalk/Installation/Video Screening/Others

-

**Details of your business activity**

Please upload four images from your collection that you wish to show at BAFW to support your application.

\* Please note that images should be less than 1MB and be of JPEG or PNG format.

-

Length of time in business (years)\*:

Number of employees:

Annual turnover (in €)\*:

Type of manufacturing\*:

Factories/In house sampling/Small units

Country of manufacturing:

## **PR Activity**

Who looks after your PR

Name:

Contact details:

## Previous **Catwalk Shows**

Please list here previous shows in Berlin and internationally

1. Name:

Season:

2. Name:

Season:

3. Name:

Season:

4. Name:

Season:

**Stockists\*** (Please note that we may check details given below)

**Do you have an own label shop\*:**

Yes/No

**If Yes please provide address**

**Store name:**

**Store address line 1:**

**City:**

**PLZ:**

**BERLIN STOCKISTS\***

Please list all (including store name, city and country)

-

**INTERNATIONAL STOCKISTS\***

Please list all (including store name, city and country)

-

**Future plans**

\* Please set out below a brief summary on your business strategy over the next 2 years and how showcasing on the official schedule at Berlin Alternative Fashion Week sits within this

-

**Strategy\***

Entries must be no more than 500 words

-

**Do you have a business plan?**

Yes/No

-

**Terms and conditions**

\*You acknowledge that you have completed the Subscription Form in its entirety, and that all information you have provided to the Company is truthful and accurate. I accept that decisions made by the selection panel are final.

Signed

Date