STUDIO2RETAIL Form

Profile

Name Store/Brand (Short answer – mandatory)

Company name (Short answer – mandatory)

Company Address (Short answer – mandatory)

In which city is your business registered? (Short answer – mandatory)

Contact person for presentation organization (Short answer – mandatory)

E-Mail Address (Short answer – mandatory)

Phone number (Short answer – mandatory)

Instagram (Short answer – mandatory)

TikTok (if you have) (Short answer – optional)

Website link (Short answer – mandatory)

Sales Contact e-mail (if you own a brand) (Short answer – optional)

Press Contact e-mail of your store/brand (for general press requests). (Short answer – mandatory)

Please fill in your bank details (account owner, bank name, IBAN, BIC) – for the prize money transaction. (Short answer – mandatory)

General

When was your brand founded? (Short answer – mandatory)

How many employees do you have? (Short answer – mandatory)

Please upload a "hero image" of your brand/store. This will be the representative picture, in case you win. – minimum size 1920 X 1080 px. (Upload PDF - mandatory)

Please upload 3 representative images of the brand/store, that can be used for social media, marketing, etc. – minimum size 1920 X 1080 px. (Upload PDF - mandatory)

Please upload a marketing text of your brand/store. (max. 850 words – mandatory)

Please give a quote to following question (for marketing purposes): What does Berlin as a fashion city mean to you? (max. 850 characters – mandatory)

Please upload the completed de-minimis declaration. For help feel free to contact bfw@fashion-council-germany.org (upload PDF - mandatory)

Please upload the completed declaration "Erklärung zur Kenntnisnahme des Merkblatts zur Achtung der Charta der Grundrechte der Europäischen Union (GRC) im Zusammenhang mit der Umsetzung des angestrebten Vorhabens" ("Declaration of acknowledgment of the information sheet on compliance with the Charter of Fundamental Rights of the European Union (GRC) in connection with the implementation of the intended project"). For help feel free to contact bfw@fashion-council-germany.org (Upload PDF - mandatory)

Your Business

What is the USP of your company/brand? (max. 500 characters – mandatory)

What role does sustainability play in your corporate concept? (max. 1000 characters – mandatory)

Please pay particular attention to ecological and social aspects. What is your focus? (Multiple choice, multiple answers possible – mandatory)

o   TRANSPARENCY

o   SOCIAL

o   ECOLOGICAL

o   INNOVATION

o   CULTURAL

o   HOLISTIC

If brand:

Do you have full transparency about your supply chains down to the raw material? (Scale from 1-10 - mandatory)

Where do you produce? (Short answer – mandatory)

If not in Europe: How do you control the working conditions in production? (max. 500 characters – mandatory)

If store:

How many more-sustainable brands do you have in your portfolio? [Please give % of total event] (Short answer – mandatory)

How are the minimum criteria (e.g. minimum volume of sustainable materials in the collection, certificates, transparency about manufacturing processes, etc.) defined for more-sustainable brands? (max. 500 characters – mandatory)

Your Concept

Please describe the concept of your event (max. 2500 characters – mandatory)

Please upload a visualization of your event concept (in PDF format) (Upload max. 2 pages, PDF file – mandatory)

How is the topic of sustainability taken into account in your concept? (max. 500 characters – mandatory)

Where do you place your focus regarding sustainability? (Multiple choice, multiple answers possible – mandatory)

o   Equipment

o   Procurement

o   Catering

o   Location

o   Staff

o   Technology

o   Transport

o   Accommodation

o   Venue

The CO2 emissions resulting from the event will: (single choice, mandatory)

o   not be captured

o   be captured

o   be captured and compensated

How are the end consumers involved in your concept or how do they profit from it? (max. 500 characters – mandatory)

How does your event concept contribute added value to Berlin Fashion Week? (max. 500 characters – mandatory)

Please describe your target audience (age, gender, affinity group, characteristics). (max. 500 characters – mandatory)

Is your event accessible to: (single choice, mandatory)

o   everyone

o   by invitation only

o   by registration?

Communication

How do you plan to announce the event and/or the invitation/guest management? (max. 250 characters – mandatory)

How many guests do you expect? (Short answer – mandatory)

Please fill out the communication KPI strategy **sheet**: current press and social media KPIs, expected increase due to your BFW event and strategy on that. Please upload in PDF format. (mandatory – upload)

How do you plan the follow-up coverage of the event (communication strategy and on your own channels)? (max. 250 characters – mandatory)

How do you communicate your commitment to sustainability to the outside world? (Links to SoMe channels, website, sustainability report etc.) – (max. 500 characters – mandatory)

Cost

Please fill out the Excel finance plan: total costs, an overview of cost types and the financing for planned project – note: there are already example cost points in there just to give you an idea. Please rewrite them based on your concept. Please upload it as PDF. (mandatory)

Will the event take place independently of the funding from the prize money (mandatory)

o   Yes

o   No

Provide a rough timeline of the project. Starting with the project preparation and the guest management/communication up to the final presentation. (max. 1000 characters – mandatory)