

eyes on PRODUCTION

BERLIN FASHION WEEK SURVEY RESULTS

Report Date: **29th August 2024** | Survey Administered: **1st July–23rd August 2024**

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RESULTS SUMMARY

- Talent Trust administered the Eyes On Production survey for Berlin Fashion Week (BFW) (05 – 08.02.2024) between 1st of July to 23rd of August to all models who walked during fashion week.
- The survey consisted of 27 multiple-choice and 1 free-text question about their work experiences with designers and brands during fashion week and their demographic details. Respondents completed the confidential and anonymous survey online.
- We received 74 completed survey responses. A good sample total to collect meaningful insights from for BFW.
- Workplace category performance was measured across four categories – **preparations, safety, support, and conduct** – with category scores comprising the average totals of all questions in each category. All four categories exceeded the minimum target of 4.0. Scoring between **4.3 to 4.6** across the categories.
- Overall workplace satisfaction score was good. **89% of respondents were satisfied** with the production workplace experience, giving a score between 4 and 5 (corresponding to respondents answering “agree” to “strongly agree”).
- Workplace equality was calculated in two ways. The first was by creating an overall workplace performance score from the averages of the four performance category scores and then showing the largest differences in this overall score between groups within each demographic classification. Differences for all demographics were all under one.
- Respondents' positive and constructive comments bring key qualitative insights into the BFW experience. Highlighting their appreciation for teams, and opportunities, while also mentioning their desires for shorter wait times and healthier food options.
- Improvement opportunities of the survey results and scores for individual survey questions towards the end of the report.
- Results suggest, Berlin Fashion Week and its participating designers provided a diverse, ethical, and inclusive workplace for the models to work in. Respondents felt they were treated equally regardless of their demographics.
- Please refer to the table of contents for report page numbers.

PRODUCTIONS AT A GLANCE

BFW July 2023 shows

- ✓ Surveyed July 2023.
- ✓ Production location: Berlin, Germany
- ✓ 1 survey language available: English
- ✓ **Onboarding** meeting was held with BFW (Berlin Fashion Week) team.
- ✓ 11 designers received feedback from models.
- ✓ Survey consists of 27 multiple choice + 1 demographics questions.
- ✓ Survey was delivered via QR code during shows and survey link email after fashion shows ended.
- ✓ Total Responses: 41
- ✓ Workplace Category Scores: 4.6 avg
- ✓ Overall Satisfaction 90% avg
- x Not a large enough sample to represent the entire BFW production.

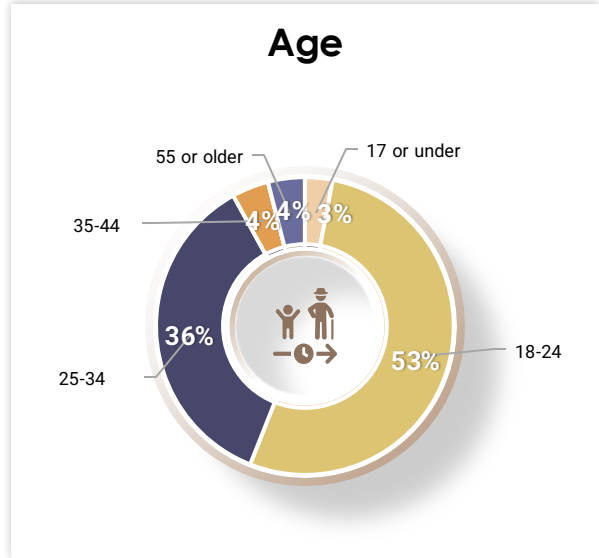
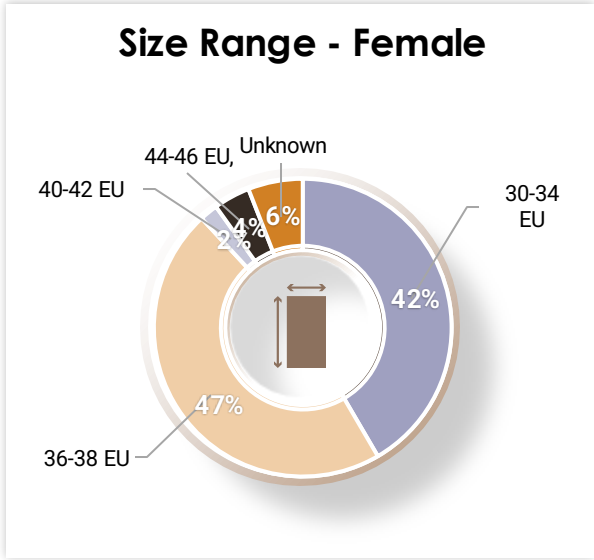
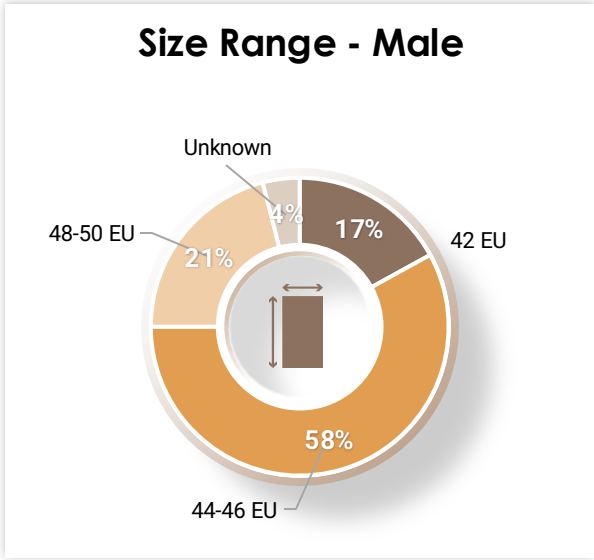
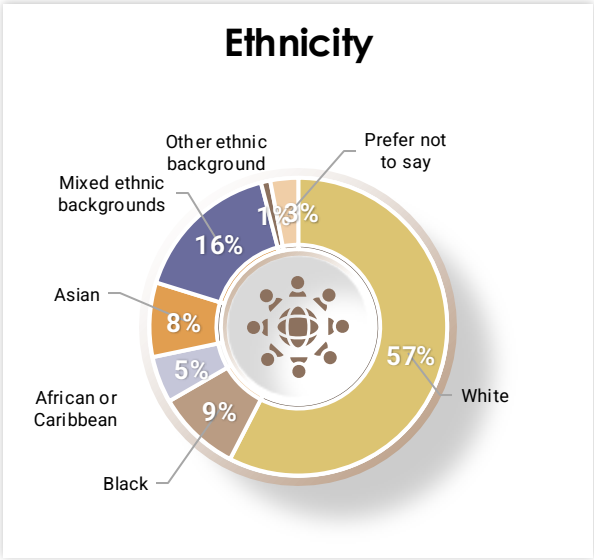
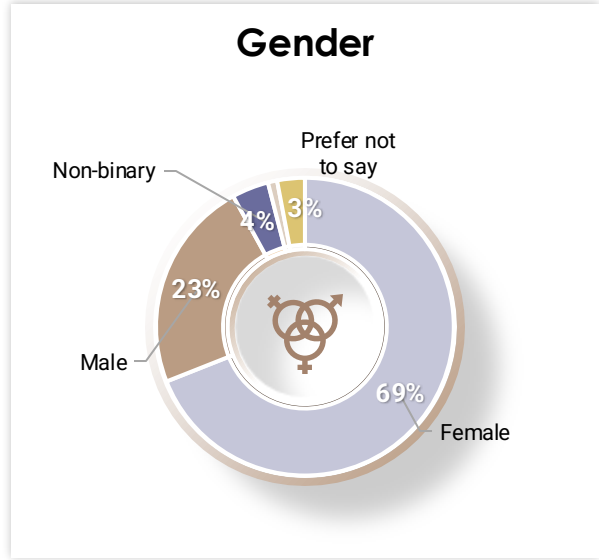
BFW February 2024 shows

- ✓ Surveyed February 2024.
- ✓ Production location: Berlin, Germany
- ✓ 1 survey language available: English
- ✓ **Onboarding** meeting was held with BFW team & all designers.
- ✓ 15 designers received feedback from models.
- ✓ Survey consists of 27 multiple choice + 1 demographics questions.
- ✓ Survey was delivered via QR code during shows and survey link email after fashion shows ended.
- ✓ Total Responses: 114
- ✓ Workplace Category Scores: 4.6 avg
- ✓ Overall Satisfaction 90% avg
- ✓ Large enough sample to be representative the BFW production.

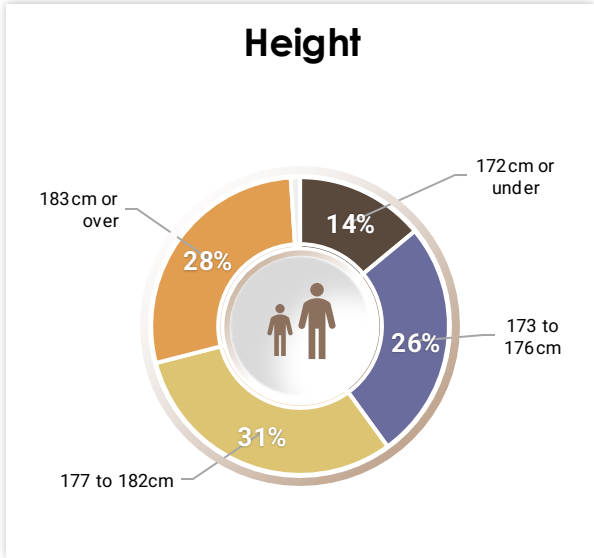
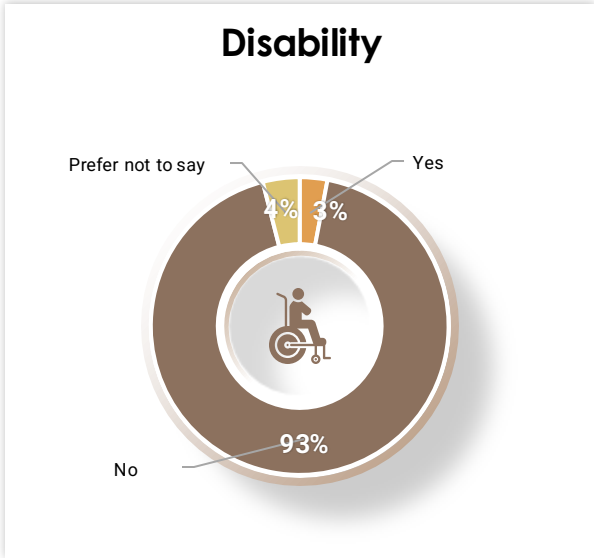
BFW July 2024 shows

- ✓ Surveyed July-August 2024.
- ✓ Production location: Berlin, Germany
- ✓ 1 survey language available: English
- x **No onboarding** meeting with BFW team & all designers.
- ✓ 14 designers received feedback from models.
- ✓ Survey consists of 27 multiple choice + 1 demographics questions.
- ✓ Survey was delivered via QR code during shows and survey link email after fashion shows ended.
- ✓ Total Responses: 74
- ✓ Workplace Category Scores: 4.6 avg
- ✓ Overall Satisfaction 89% avg
- ✓ Large enough sample to be representative the BFW production.

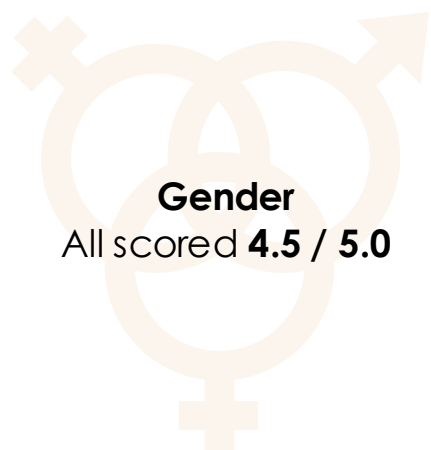
RESPONDENT DEMOGRAPHICS



These demographics are showcasing models from Berlin Fashion Week who completed the survey. They are providing a sample of the entire production.



RESPONDENT DEMOGRAPHICS HIGHLIGHTS



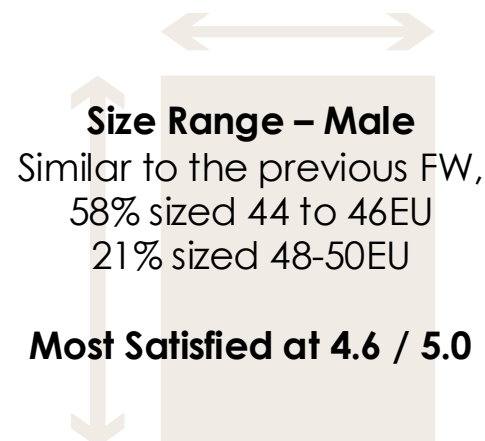
Gender

All scored **4.5 / 5.0**



Ethnicity

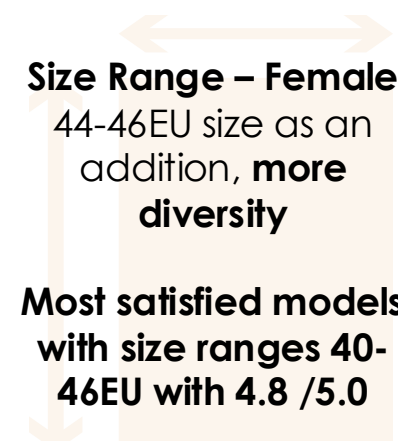
All scored **4.5 / 5.0**
African or Caribbean **most satisfied 4.6 / 5.0**



Size Range – Male

Similar to the previous FW,
58% sized 44 to 46EU
21% sized 48-50EU

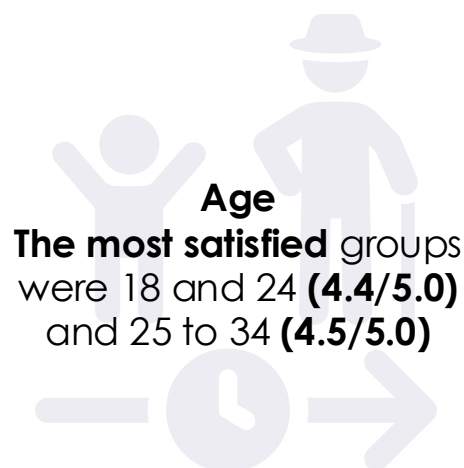
Most Satisfied at 4.6 / 5.0



Size Range – Female

44-46EU size as an
addition, **more diversity**

**Most satisfied models
with size ranges 40-
46EU with 4.8 /5.0**



Age

The most satisfied groups
were 18 and 24 (**4.4/5.0**)
and 25 to 34 (**4.5/5.0**)

These points are highlights
or key callouts of each
demographic collected from
the survey. These points
offering immediate insights
into health and equality of

Disability

Models with disability
satisfaction score **3.8 / 5.0**

This model walked for
[Designer] and they scored
three questions very low for this
designer:

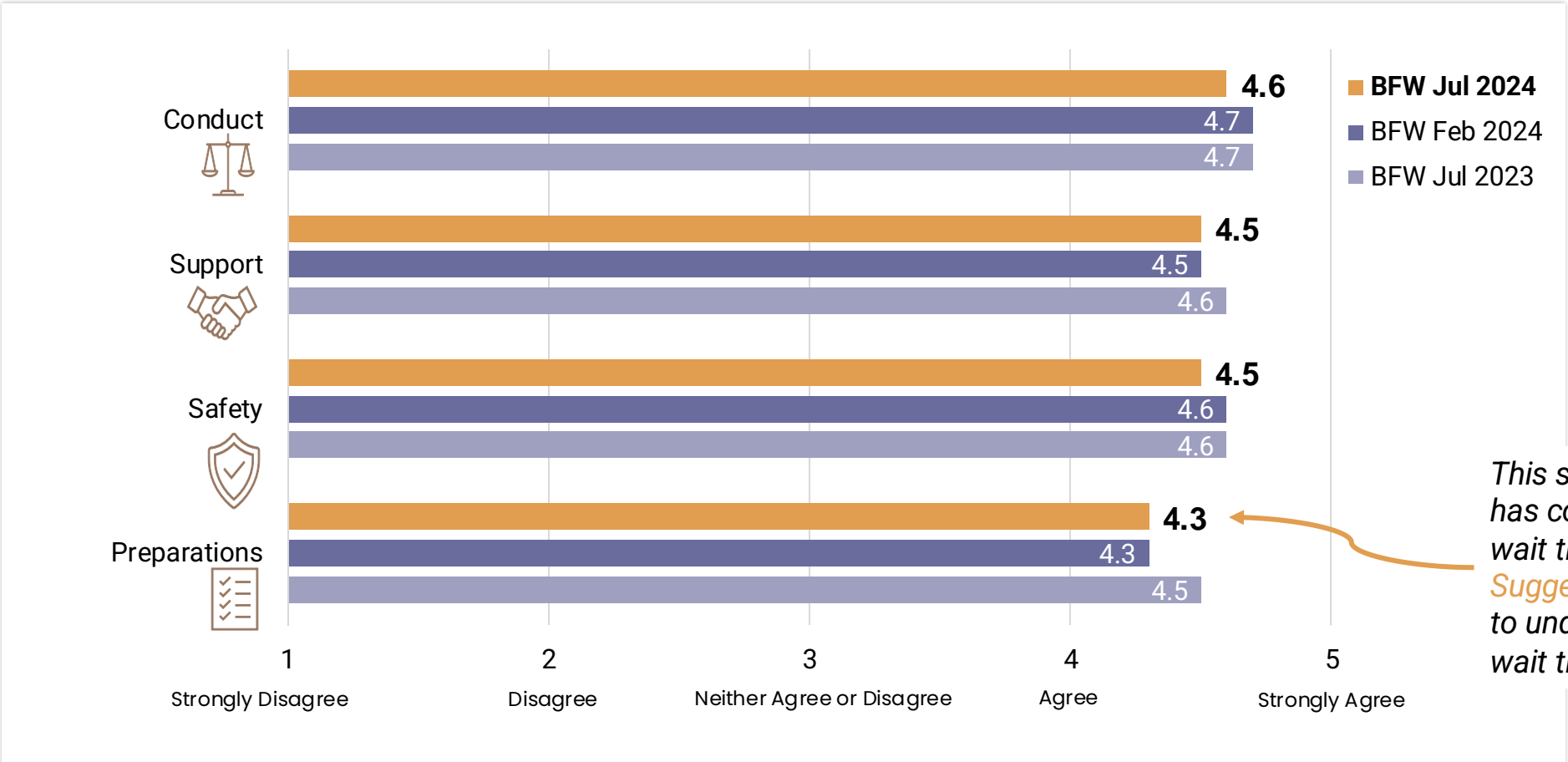
- Wait times too long
- Not enough healthy food
- Feeling the location was not properly accessible



Height

The **most satisfied** groups were
models whose height were
5'7" or under (172cm) (**4.6/ 5.0**)
6' (183cm) or over (**4.5/ 5.0**)

CATEGORY PERFORMANCE SCORES

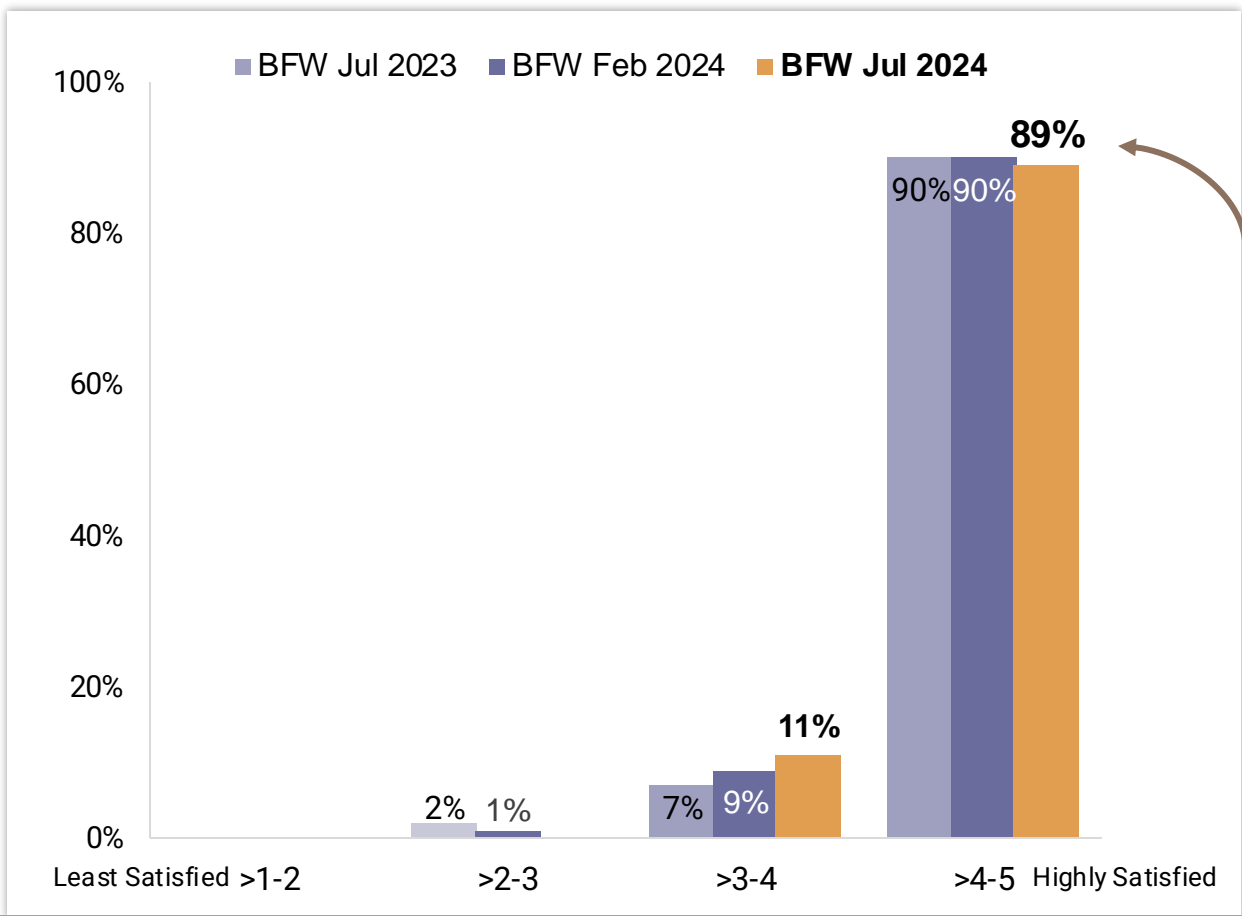


*This score for the **last two seasons** has correlated directly to the model wait times score.*
***Suggestion:** add-in an open text box to understand what can alleviate wait times or models.*

Higher scores are better

The above category scores are the average of the average scores of the 3-6 survey questions under that category. Question scores are calculated by converting the respondent's answer to a score between 1 (Strongly disagree) to 5 (strongly agree). Scores above 4.0 are considered a satisfactory score for a high-performing and ethical workplace.

OVERALL SATISFACTION AT THE WORKPLACE



Average **90% model satisfaction** across **three seasons**.



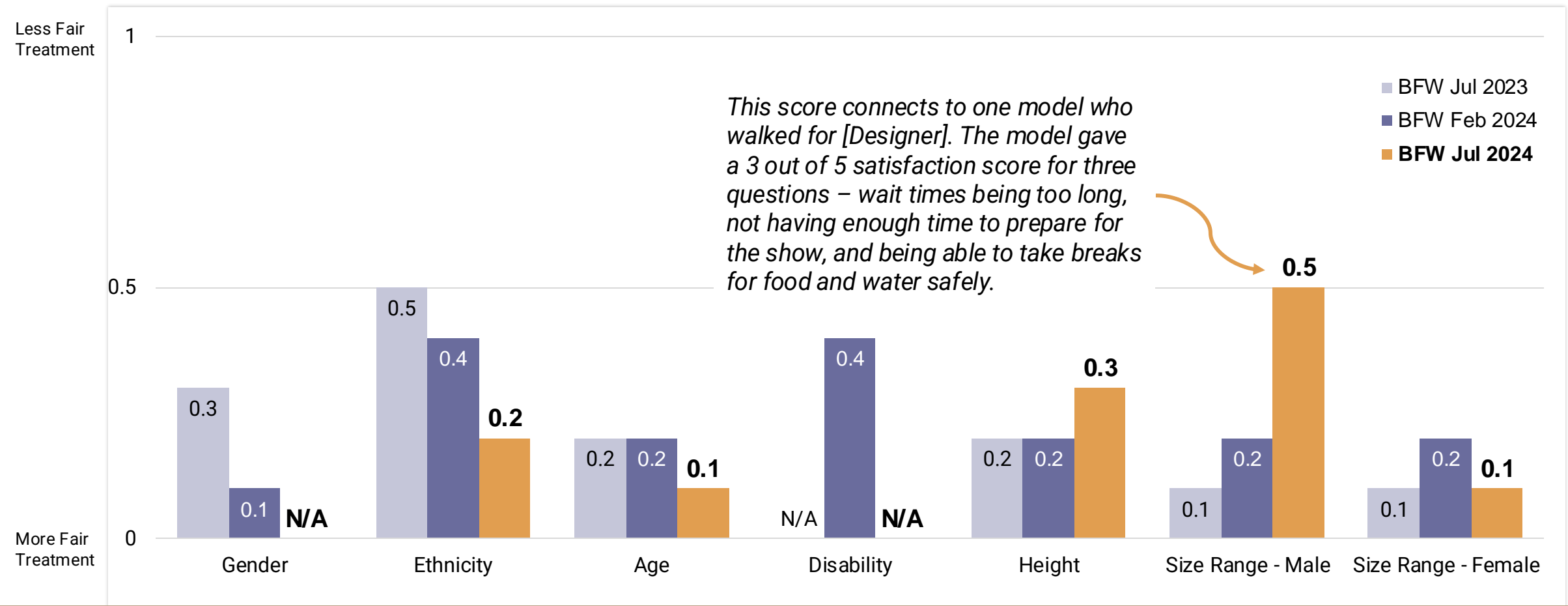
This is a high-performing response rate that is difficult to achieve for three seasons in a row. This satisfaction far exceeds the industry average of 70%.




Higher scores are better

The percentages above the bars shows the percentage of respondents' scores falling into the workplace score range shown on the x-axis. The workplace score is the average of all the individual question scores for a respondent. The >4-5 range is considered highest score and is a rating of agree to strongly agree. The goal is to have all respondents feel satisfied with the overall experience at the workplace and score between the >4-5 range

DE&I DEMOGRAPHICS: SATISFACTION SCORES





Lower scores are better

If all your scores across the demographics are at 0, you are treating all groups in all categories, equally. The score for each of the above demographic classifications is the difference between the lowest and largest average group workplace scores for groupings within that demographic classification. The group workplace score is the average of all individual workplace scores within each grouping. If a category shows Not Available on the graph that means there was only one group in the category that responded with enough results to include, therefore no comparison can be made.

RESPONDENT FEEDBACK – POSITIVE

Overall Positive Experience:

- *I liked everything very much.*
- *We loved it!!!!*
- *Didn't have any concerns, was a great show.*
- *The show was amazing.*
- *All ok.*
- *Everything fine.*
- *Was great all in all.*

Praise for Organisation & Environment:

- *The [Designer] show site had better rest areas, water, food, staff, and overall environment compared to other brand show sites. Because of this, I would love to continue working with them in the future.*
- *Awesome team!! Loved that they provided us (the models) with a lot of healthy food and water!*
- *Perfect organized <3.*

Appreciation for Specific People or Teams:

- *Thank you for taking care! I had absolutely positive experience with the designer his team and other people I met during the preparation and the show! Thank you.*
- *I really loved working with everyone, especially with [Stylist] and [Designer].*
- *[Name] was the best.*

Praise for Diversity & Production:

- *The best production, the most diverse team and such a lovely family wishing many more shows for [Designer]. Thank you for having us and thank you for selecting her this season.*

Positive Emotions & Comfort:

- *I felt very comfortable , safe and Happy with this wonderful People. 🙏❤️*
- *everyone was so extremely positive and supporting here ❤️!!*

RESPONDENT FEEDBACK – CONSTRUCTIVE

Food & Catering:

- More food and goodies For MODEL too please !
- More healthy food.
- The catering could have been improved, it ran out half way through the day.
- Preparing more food than expected to be needed is better than not having enough. Besides that everything was astonishing at [Designer]!

Model Compensation & Fair Treatment:

- It would be fair that the brands who get featured on the official FW schedule could to pay their models especially when they also become fundings.
- It would be nice if some of the designers who are now winning prizes would also offer a financial contribution for the models. Or at least proper catering.

Communication & Information:

- Would appreciate more information regarding the show itself. F.e that there were cameras with us on the runway, that we were allowed to interact with camera + public.
- Disorganized management, people were clearly stressed and overworked + led to harsh communication.

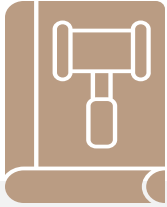
Casting & Model Selection Process:

- I was applying to all the designers myself by email, I wish there was a casting director for the main shows, usually its the designer themselves finding models or the emails are for press contact only.

Time Management:

- Just my waiting time was a bit long (should came at 3pm, show started at 7pm).

AREAS OF EXCELLENCE FOR BFW



4.8/5.0



4.7/5.0



4.7/5.0

Conduct: No Bullying & Harassment

Under this category, the question *"I did not experience bullying, harassment, or unfair discrimination at work"* received the highest average score of 4.8. This exceeds Talent Trust's passing score, suggesting majority of designers maintained respect and care for their models and did not treat them with misconduct. BFW should celebrate and encourage this for future seasons.

Support: Dietary & Health Needs

Under this category, the question *"The hair and makeup teams I worked with during the event performed sufficiently skilled work on me"* received the highest average score of 4.7. This exceeds Talent Trust's passing score, suggesting majority of designers HMUA teams were well - trained and did not disappoint or mistreat the models. BFW should celebrate and encourage this for future seasons.

Safety: Healthy Food Available

In this category, the question *"I felt safe at my place of work"* received the highest average score of 4.7. This exceeds Talent Trust's passing score, suggesting majority of designers ensured the locations they selected for their shows were generally safe. BFW should celebrate and encourage this for future seasons.

IMPROVEMENT OPPORTUNITIES FOR BFW



3.9/5.0

Preparation: Call Time Waits

Under this category, the question *"The wait between my call time and when I started working on the production was not too long"* received the lowest average score of 3.9. This falls just below Talent Trust's passing score, suggesting room for improvement. However, we acknowledge that shortening wait times on show days can be challenging.



4.2/5.0

Support: Dietary & Health Needs

Under this category, the question *"My dietary and health needs were accommodated"* received the lowest average score of 4.2. This score has slightly dropped compared to last season and remains the lowest in the Support category. While it passes Talent Trust's measurement system, improvement is encouraged.



4.2/5.0

Safety: Healthy Food Available

In this category, the question *"I was provided with healthy food while working"* received the lowest average score of 4.2. This score has slightly dropped compared to last season and remains the lowest in the Support category. While it passes Talent Trust's measurement system, there's room for improvement.

SUGGESTIONS TO EXCELL NEXT SEASON



Offer pre-selected catering options for designers to choose from, ensuring healthy meals and allergy-friendly options for models backstage.

- Secure sponsors to provide healthy snacks at main event locations. Find sponsors who can provide healthy snacks for main BFW locations.



Advise designers to inform models about potential wait times during fittings and pre-show communications, suggesting they bring items to occupy themselves.

- Develop location-specific information packets for models, containing essential details about each venue.



Create a template message for designers to send to models regarding meal preparations before show date (e.g., "Only snacks provided, please prepare your own meals").



Revise survey questions to gather more in-depth feedback and actionable insights.

- Include a detailed section in the survey about wait time experiences as an open text-box (e.g., availability of food, drinks, restrooms, seating).

ACHIEVE GOLD STANDARD

This Gold Mark is more than a certification—it's a globally recognized symbol of trust and quality, awarded only when a total satisfaction rate of over 70% has been achieved by cast and crew in our survey.

By featuring it on your productions, socials, and website, you set yourself apart, signalling to customers and partners alike that your work has met rigorous standards and has been independently verified. In a competitive industry, this mark not only builds credibility but also enhances your appeal in both local and international markets.

We're thrilled to share that Berlin Fashion Week is granted this **Gold Standard Mark of Excellence**. By achieving a satisfaction rate of over 70% for three consecutive seasons. Berlin Fashion Week and its

designers are committed to a safe, caring, and ethical workplace for its models.



ABOUT TALENT TRUST

Talent Trust is a forward-thinking organization dedicated to elevating standards and fostering excellence in the creative sector. We partner with production studios, brands, film/tv companies, and other creative businesses to promote inclusivity, prevent issues proactively, and create environments where creativity can thrive through our innovative data-driven Eyes On Production platform.

Talent Trust's Eyes On Production platform utilizes confidential surveys to garner meaningful insights that enhance organizational practices for media and production companies.

The surveys deliver clear benchmarks and feedback on key areas, such as preparation, safety, inclusivity, and communication - pinpointing strengths and areas for improvement. These insights enable production leads to identify potential risks, foster trust between team members, and cultivate a productive, psychologically safe environment.

Our team analyzes the survey responses to identify areas for improvement and highlight successes. We then consult with organizational leadership to story-tell the data and make targeted recommendations. This collaborative process promotes well-being, mitigates risks, and equips productions to meet deadlines while upholding standards of excellence.

HOW WE USE SURVEY RESULTS

When we administer a Production Survey and create a report for a client, Talent Trust will possess detailed and sensitive data relating to talent as well as the clients' performance.

Recognizing that, we will:

- Never share outside Talent Trust the individual scores or individual demographic data from any individual survey respondents.
- Anonymize any survey respondent's comments in our survey reports or any other materials outside Talent Trust to minimize any risk that they can be traced to them.
- First, seek the approval of the client before sharing its non-anonymized survey results or recommendations in part or in full to other clients, the public, or to anyone outside Talent Trust.

We will provide the client with a copy of the survey report, which can be shared in whole or in part with others outside the client's organization provided it does so accurately and fairly, and attributes the survey design, administration, and reporting to Talent Trust.

The client should not share the survey link, the guide or any other survey-related working materials produced by Talent Trust with anyone other than those currently participating in the survey and survey process without Talent Trust's prior approval.

The client's survey involvement, results, and outcomes may help us engage other participants, and otherwise advance Talent Trust's mission to create safer and more inclusive workplaces for talent.

Therefore, we may:

- Name the client's company as a participant in our Eyes On Production service to others outside Talent Trust.
- Combine the client's anonymized survey data with those from other clients or our industry-wide benchmarking and show these collective results to others outside Talent Trust.

For further terms and conditions around the data we collect, review our [Privacy Policy](#).

eyes on PRODUCTION

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LinkedIn:



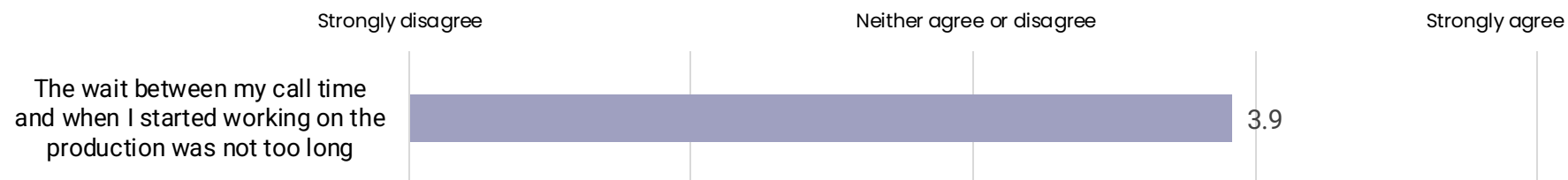
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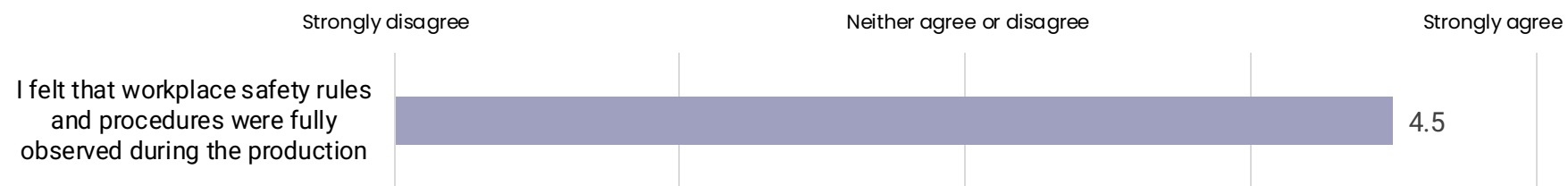
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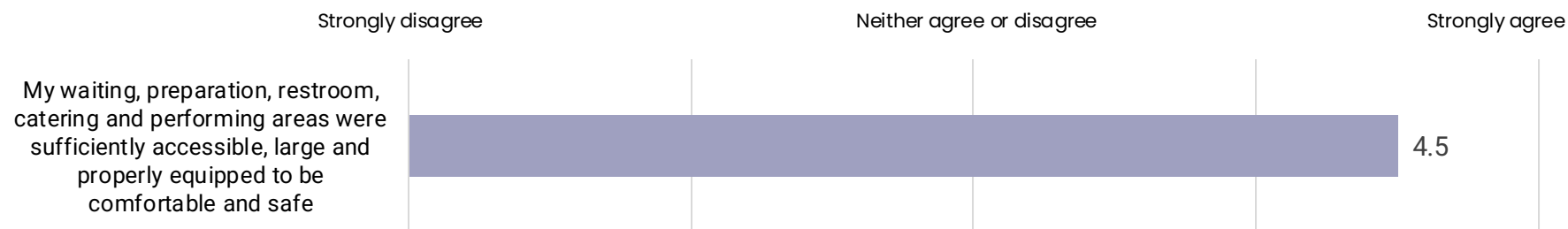
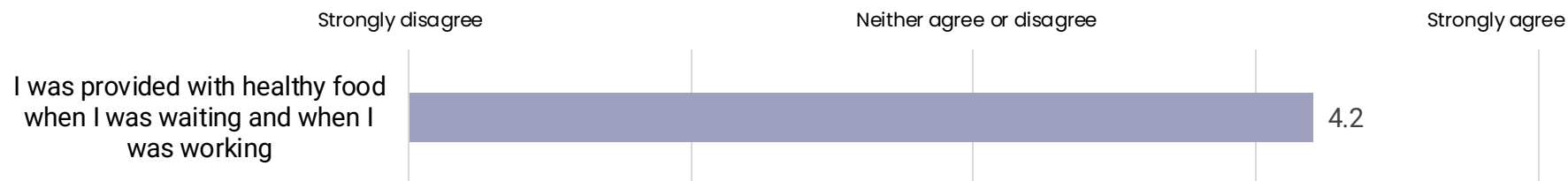
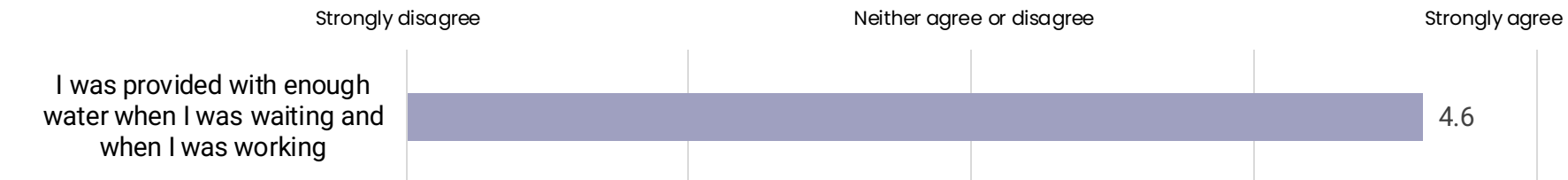
PREPARATION QUESTIONS



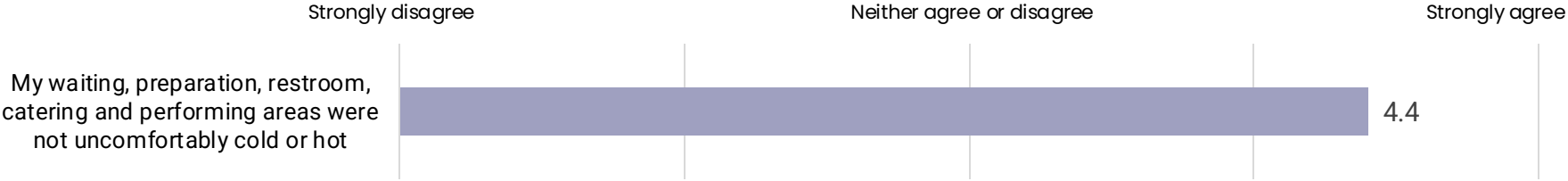
SAFETY QUESTIONS



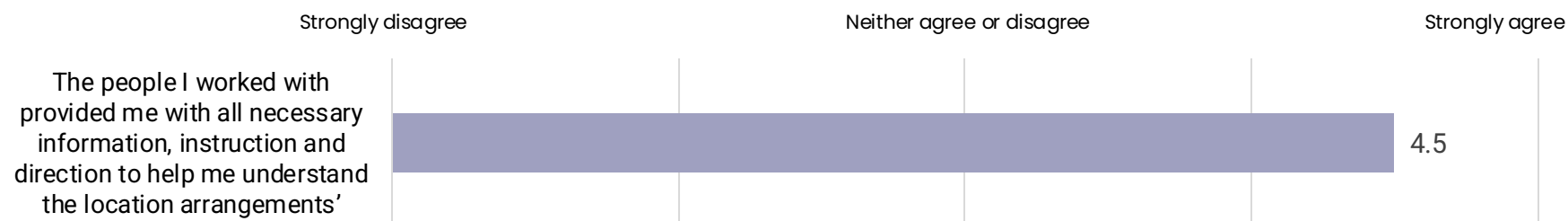
SAFETY QUESTIONS



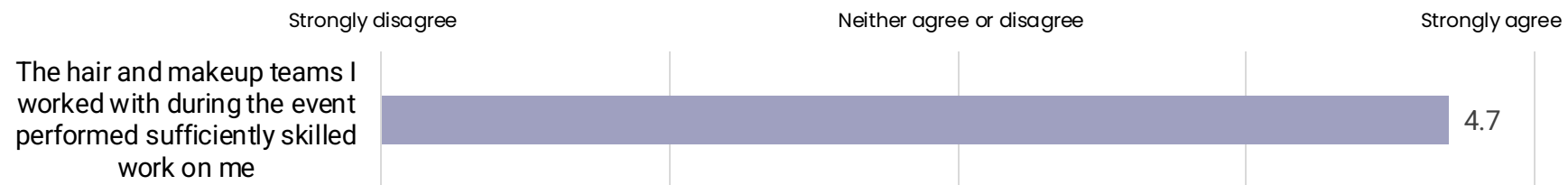
SAFETY QUESTIONS



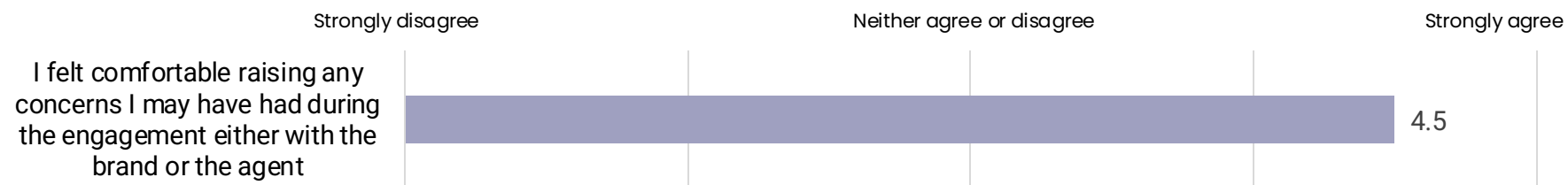
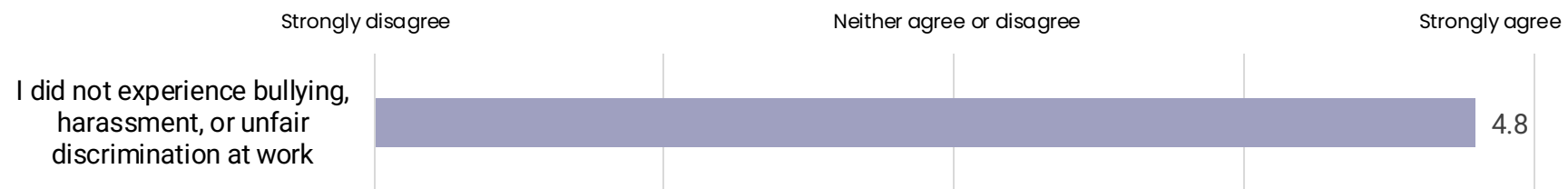
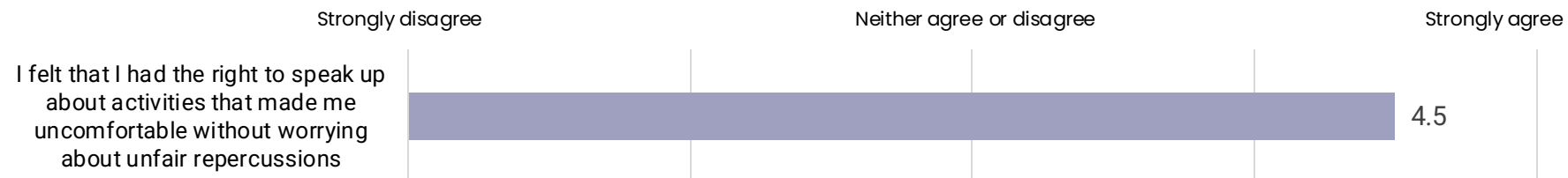
SUPPORT QUESTIONS



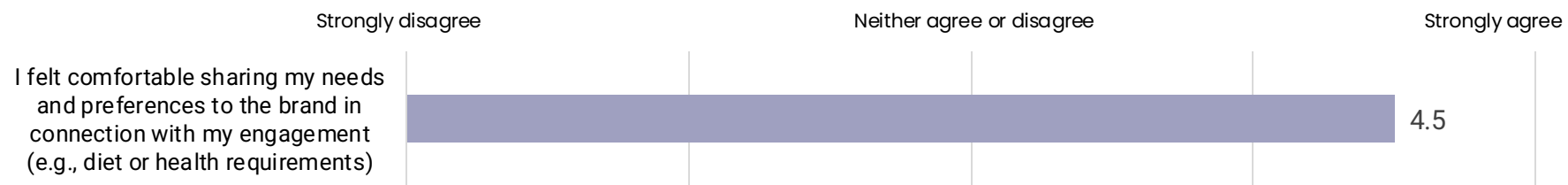
SUPPORT QUESTIONS



CONDUCT QUESTIONS



CONDUCT QUESTIONS



EXPERIENCE QUESTIONS

