Welcome to the BKLYN Fashion Academy!
AGENDA

● About the BKLYN Fashion Academy
● Overview of the Program
● Rules & Eligibility
● Application & Interview Process
● Calendars, Classes & Mentors
● Capsule Collection Theme
● Fashion Show
● Q & A
BKLYN Fashion Academy, an initiative of Brooklyn Public Library’s (BPL) Business & Career Center, establishes a launch pad for local, nascent fashion designers to channel their creative talent through a series of classes and hands-on labs which hone their skills and develop their business knowledge using BPL resources. The program works closely with numerous City agencies, educational institutions and industry partners to leverage NYC’s expertise in the fashion industry and to contribute to the growth of the sustainable fashion movement in Brooklyn.

★ It is a 16-week intensive program that culminates in a runway show at the library

★ All classes, mentoring sessions, and labs take place at the Central Library
Over the Years: 2017 - 2019

---

Season 1

★ 12-week Intensive
★ 4 Classes, Labs
★ 15 participants
★ 4 Looks

Season 2

★ 16-week Intensive
★ 7 Classes, Labs, Technical Labs
★ 20 participants
★ Pilot: 15 Teen Participants
★ Microsoft Tech
★ 4-6 looks (some 7)
Season 3: 2020 Updates & Changes

- Designing for men’s and women’s wear
- Accepting up to 20 designers
- Application process includes a final interview with judges
- Additional technology training and prototyping with Microsoft

Teens
- Participating for the entire school year
  - Adding a second school
  - 10 week design intensive in the Fall
  - Participating with BKLYN Fashion Academy in Spring 2020
What You Need to Do...

Attend an Information Session
Learn about the program
Decide if this is right for you

Complete and Submit the Application
Application will be available online
**OPENS** Monday, September 30, 2019
**CLOSES** Friday, November 1, 2019

Selection Process & Participation
After a Final Interview Process
Up to 20 Designers will be Selected
Designers will complete Mandatory Classes & Collections
Showcase at the runway show!
Just tell me when the show is already!!!

Friday
May 8
2020
Rules & Eligibility
Your application submission to the BKLYN Fashion Academy indicates you have read, understand and will abide by these rules.

I promise.
Residency

As an applicant you must reside in Brooklyn and have a Brooklyn address.

Individuals Only

Participants may only apply as an individual, and submit only ONE application.
**Age**

All applicants must be 18 years of age or older.

**Library Cards**

All applicants must have a valid Brooklyn Public library card.

**Email**

All applicants must have a working email address.
Application

All applicants must apply online during the application period:

**OPENS:** Monday, September 30, 2019
**CLOSES:** Friday, November 1, 2019 at **11:59pm**

All Applications Must Have 2 Samples

- Sample images may be illustrations or garments
- Samples may or may not be related to the theme
- Samples must be uploaded with the application
- No samples will be accepted by mail, email, or in person
Classes, Labs & Others

➔ There will be seven mandatory classes
➔ Five mandatory technical labs
➔ One mandatory mentor session
➔ One mandatory volunteer day

Ineligibility

Brooklyn Public Library employees, contractors or any individuals paid by the library to provide goods or services, as well as Trustees, prior or current judges, and sponsors are not eligible to apply.
Disqualification

Violation of any of the rules may result in disqualification. Applicants and participants may be disqualified at any point in the program.

Confidentiality

Reasonable measures will be taken to ensure the protection of intellectual property. If you require further information please let us know.
Application Process
Let’s get started!

Review the BKLYN Fashion Academy Website
www.bklynlibrary.org/bklyn-fashion-academy
You can also Google: BKLYN Fashion Academy

Get Your Library Card
It is mandatory to have your library card in order to complete and submit the application

Complete the Application
Be sure to complete your application and upload your samples by the deadline: Friday November 1, 2019 at 11:59pm
Designers will travel across the globe to explore carnival across these 10 countries and their celebrations: Rio de Janeiro-Brazil, Venice-Italy, Port of Spain-Trinidad & Tobago, Binche-Belgium, Oruro-Bolivia, Toronto-Canada, Port-au-Prince-Haiti, New Orleans-Louisiana (USA), Nice-France and the Tenerife Island-Spain's Canary Islands.

Join us as we recreate the traditions of Carnivals, and add a modern day take on Carnival with the infusion of e-textiles and wearable technology from Microsoft's MakeCode, that will shift the trends in fashion for years to come!

Photo (top left to bottom right): Carnival in Haiti, Venice, Tenerife and Rio de Janeiro

Application will go LIVE here!

https://www.bklynlibrary.org/bklyn-fashion-academy
The 2019 video from the On the Runway: Homage to Future Fashion Show, captures all the colors, excitement, culture and creativity the designers had to offer.

Want info on our partners? It’s right here!

Want to see the 2019 BKLYN Fashion Academy Designers?

Check them out on the Made In NY: Fashion Instagram page, where you can get a little background on each designer and see what they have to offer.

**Our Partners**

- **BK Style Foundation (BKSF)**, was founded in 2004 as a platform to support creative talent. BK Style Foundation (BKSF) lends a voice to social causes like human rights and civil liberties, HIV/AIDS awareness, poverty and community development by partnering with organizations like Denim Day NYC, which raises awareness for sexual assault and domestic violence. Art in Motion Show, Beauty for Freedom, SoleSoul Foundation, MTV's Staying Alive Foundation, Colel Chabad and other nonprofit organizations.

- **Custom Collaborative**, is a New York City-based entrepreneurship and workforce development program that trains and supports women from low-income and immigrant communities to launch fashion careers and businesses. By learning the standard techniques and ethical business practices of the fashion industry, our participants professionalize their sewing and design skills, overcome barriers to employment, and ultimately, change the economics of the industry.

- **Design Collective NY, Inc.**, is an innovative marketer of fashion apparel and accessories using Public Relations, Digital Marketing, Advertising and Special Events, to help companies and brands gain exposure for their products and services.

- **FABSCRAP**, a 501(c)3 charitable organization that was created to meet New York City's commercial textile recycling needs. Materials that traditionally would have gone to landfill are now being properly recycled and made available for reuse.

- **Fashion Week Brooklyn (Fw BK)**, is a bi-annual international collection show founded by the 501c3 non-profit BKStyle Foundation (BKSF). FWBK has
You will receive a confirmation email once you CLICK submit on your application.

“Thank you for applying. Your application has been submitted for review!”
Calendars, Classes & Mentors
Fashion Illustration & Design

Designing for Sustainable Manufacturing

Sample Development & Sourcing

Market Research

Open Labs

Technical Labs

Mentor Sessions

Technology Sessions & Prototyping

Prep Day & Runway Show
★ Attendance is required at all **SEVEN** Classes
★ Attendance is required at all **FIVE** Technical Labs
★ Designers must attend at least **ONE** Mentor Session
★ Designers must volunteer **ONE** day (3 hours) at FABSCRAP for Fabric

All classes will take place at the Central Library, 10 Grand Army Plaza
Fashion Illustration Intensive  
Wednesday, February 5  2:00 pm - 8:00 pm

Designing for Sustainable Manufacturing
Wednesday, February 12  10:00 am - 5:30 pm

Sample Development Intensive
Wednesday, February 19  10:00 am - 5:30 pm

Market Research
Monday, February 24  6:00 pm - 7:30 pm
Wednesday, February 26  6:00 pm - 7:30 pm
Monday, March 2  6:00 pm - 7:30 pm
Wednesday March 4  6:00 pm - 7:30 pm
Mentors

- Selected designers will be assigned a mentor
- Mentors will be selected based on
  - Design needs of designer
  - Areas that need improvement
  - Vision for collection
- Designers must complete a Needs Assessment Questionnaire for a mentor
Capsule Collection Theme
The History of Carnevale (Carnival)
Carnevale to Carnival - History

Carnevale which means farewell to meat or flesh, originated as a pagan festival in ancient Egypt which was subsequently celebrated by the Greeks and then the Romans. The popular festival was adopted by the Roman Catholic Christian church in Europe as the festival of Carne Vale. This festival was transported to the Caribbean by the European slave traders. They excluded the African slaves from the festival and had lavish masquerade balls. Upon emancipation and the end of slavery in 1834, the freed African slaves of the Caribbean transformed the European festival into a celebration of freedom.
Carnevale to Carnival - History

By the 18th century free blacks in Trinidad mixed with French immigrants, Spanish settlers, and British nationals transformed the European celebration to a more heterogeneous cultural froth that included traditions from all ethnic groups. The now completely free populace could outwardly celebrate their native culture and their emancipation through dress, music, and dancing hence creating what is now known as Carnival.
Here’s What You’ll Do!

- Create a Ready-to-Wear Spring/Summer 2020 Capsule Collection
- Create at 4 runway ready looks
- Create a cohesive collection using one of the 10 countries listed
- There will only be 2 designers per country
- The looks must represent modern day fashion
- For your main look, recreate an original carnival style for that country and incorporate e-textiles provided by Microsoft MakeCode
- The main look will represent what that country’s carnival would look like if it came to Brooklyn

Pssst... All fabrics and accessories will be provided!
Countries for Collection

1. Rio de Janeiro-Brazil
2. Venice, Italy
3. Port of Spain, Trinidad & Tobago
4. Binche, Belgium
5. Oruro, Bolivia
6. Toronto, Canada
7. Port-au-Prince, Haiti
8. New Orleans LA, USA
9. Nice, France
10. Tenerife Island, Spain's Canary Islands
Microsoft MakeCode

Microsoft MakeCode brings computer science to life for all students with fun projects, immediate results, and both block and text editors for learners at different levels.

Incorporating Technology without Learning to Code
May 2019 Show

https://www.youtube.com/watch?time_continue=2&v=TvSmYga2Pic
May 8, 2020
Runway Show
Fashion Show will be on **Friday, May 8, 2020**

Grand Lobby, Central Library, 10 Grand Army Plaza.

There will be an extended runway and fashion show style seating

Fashion Show Prep will occur Thursday, May 7, 2020 *(all day)*

All garments are required to be in PREP DAY

All designers, models, make-up artists, and assistants will report to designated areas for prep.

**There will be an open invitation to the public** – including bloggers, photographers, fashion experts, other designers, media, family, friends, EVERYONE!
Want my advice?
Come prepared!
Where are they now?
Thank you!
Any Questions?

Email: fashion@bklynlibrary.org
Website: bklynlibrary.org/bklyn-fashion-academy

Good Luck!