

BLN Fashion Week

How does it Work?

The Event

BLN Fashion Week is the world's largest black fashion week show featuring 50+ cutting-edge black designers over 5 days of virtual fashion shows. BLN will live stream full designer fashion shows from remote locations in cities such as Atlanta, NYC, DC, Dallas, Houston, LA, Miami, San Francisco, Chicago, Paris, London, Nairobi, Rio de Janeiro, South Africa and more. Shows are broadcasted hourly and organized by various categories. The entire event will be aired live on BLN YouTube channel and On-Demand on major streaming TV platforms.

Designer Requirements

Designers that are chosen to participate in BLN Fashion Week range from established fashion veterans to new up & comers looking to make their mark. Designers should be able to showcase an original collection that embodies their unique perspective on style while demonstrating a high level of craftsmanship in the construction of their pieces. Your collection should tell a story that speaks to a particular demographic of women.

Designer Criteria

- Have created at least 2 collections
- Have collection of 10 + pieces
- Have Profession Website
- Have Access to a Location for your fashion show (see Production section for details)
- Have Access to Models
- Has Sold in Retail
- Categories: - Haute Couture, Ready-to-Wear, Formal, Activewear
- Provide a lookbook for the featured collection in the show

The Application Process

Applications are open until October 21st, 2023, 11:59pm PST.

All applicants will be reviewed based on time slot availability after special guest brands are confirmed. All applicants will be considered depending on the collection format (runway and fashion presentation).

For more information, please contact: beautylifestylenetwork@gmail.com

PLEASE NOTE: After completing the application, please email your look book to beautylifestylenetwork@gmail.com | Please make sure to include your brand name in the email subject line.

Designers can apply to be included in the BLN Fashion Week by completing the following:

Apply here <https://www.beautylifestylenetwork.com/designer-application>

The Production

BLN Fashion Week is a five day long curated collection of remote fashion shows. Each fashion show will feature a designer's collection of 10 or more pieces. Each show collection length can be up to 30 minutes. The designer will be on the broadcast live for commentary of each piece presented in the collection. The location of the show is chosen by each designer. The staging for the models can range from a full runway to a small studio space or outdoor setup design. However, the location must be free of outside environmental noises and distractions. The BLN production team will work closely with you to design, coordinate and remotely set up model staging areas and technical elements to optimize your presentation for video.



As a virtual fashion show, the designer will need access to the following minimum equipment items to achieve our production level standards.

- Access to Cell phone camera & iPad camera (2 years or newer)
- Stands for each camera device
- At least 3 independent Lights sources with stands (45W or Higher)
- Wireless Earbuds
- Strong Internet connection
- Quiet Location free of noise and background distractions

The production process starts with an initial 2 hour pre-production meeting with a BLN producer assigned to your show. They will create a plan and filming schedule for your show as well as detail all the resources and materials needed for the show and the e-commerce component. The next step is scheduling and executing the technical rehearsal (2 hours). This is where we make sure all the technical aspects such as the cameras, audio, lighting, staging and show sequence with a model are all working together properly. Next is filming the designer's fashion show featuring the collection and models. BLN production team will text/email the designer a link to join the production from their camera devices. BLN producers will lead the coordination of all on-camera activities during the production remotely using our online production platform. Graphics and media elements will be added in real-time during the filming of the show.

Live Streaming

Each show is recorded at least 1-2 weeks in advance of the fashion week kickoff. We film and record the shows as live-to-tape which means once filming starts we film nonstop until the last model in the show collection walks off camera. The recorded show will have some minimum editing in post production before it is a finished piece. The completed filmed show will be aired as a YouTube live broadcast on the day and time slot scheduled on the BLN Fashion Week itinerary schedule. As an option, designers can join the YouTube Live broadcast as a guest host of their show collection to provide commentary for each piece presented during the show. A later version will air as a multi-episode series on major streaming TV platforms.



The Commerce

All Designer collections featured in BLN Fashion Week will be available for purchase to the viewing audience on BeautyLifestyleNetwork.com shop page. We ask that pieces from each collection are available to BLN members at a 20% -30% discount. Viewers can purchase pieces from a collection directly from the video screen graphics via a QR code or going directly to BeautyLifestyleNetwork.com shop page. For each transaction, the designer will receive their payment share at the time of purchase along with the customer purchase order and shipping information. Products will be in the possession of the designer until customer purchase order and payment received at which time the product will be shipped to the customer. Shipping cost will be covered by the designer.