An Indie designer Should be clearing $60,000 for each person in the busienss! Otherwise they are not operating at a profit! Our events see designers garnering Interest But designers and their busienssses are NOT ready! There are solutions... This is about Creating change!

Someone asked ...

What if I don't Like the program...

My Response

The one thing I can guarantee is that at some point you will not like what I have to say!

Such is the nature of change, and this is about Changing the success and sales rate in the independent design circles! So understand that we expect participants to have an open mind and experiment and EXECUTE! www.Bonniesandy.com/occupyfashion

read the press release after the break...

Fashioning It Bkstyle!™ Challenges those wanting to start a fashion line to join Brooklyn Fashion Week's "Occupy Fashion!"- Start selling as early as May 19th!

New York, NY (April 26, 2012) --- If you've dreamed of starting and/or selling your own fashion line, here is a unique opportunity from Brooklyn designer and creative tech advocate Bonnie Sandy of Brooklyn Fashion Week! On the verge of establishing a Tech Startup with other local entrepreneurs, she has committed to helping others "Occupy their dream."

On May 1st, 2012 while many call for a strike, she is calling on those for whom "no work, no shopping, no banking, no school" is a daily reality to start a business that will allow them to eventually provide work for others to shop and open bank accounts. In short, she's calling for the unemployed creative to "occupy their vision."

She will guide designers across select markets to develop product and start selling in as little as 14 days! Set in Brooklyn, the program is available online and can be pursued globally with support groups and one-on-one sessions!
WWW.brooklynfashionweek.com is working in conjunction the Bkstyle!™ network to create this opportunity for aspiring designers to "occupy their vision." Based on a program she developed over the course of 7 years, it was first tested at 4W Circle of Arts & Entertainment and is now being developed into '282' a virtual program.

Participants will be guided through the process of researching and sourcing, concept development and design, production, marketing and sales. The ultimate lean startup program, resources, workshops and mentors will all help in the goal of getting items ready for sale before the end of the month. An integrated marketing and sales strategy exploring new and emerging media and technologies and their practical applications for independent sales will round off the program. An Offline direct to market initiative at Brooklyn's Arts Culture Fest, one of the artisan venues launched during Internet Week NY! Affiliate partnerships with online websites and blogs will follow.

Participants must commit to a rigid protocol and execute within 24 hours. While the program is based on a lean model and some local businesses will be contributing sponsorships, there will be some financial output! Interested designers will be given details and a preparation list upon applying. The goal is to use technology to produce items that consumers want, of great quality, made locally and can generate immediate income. While the designers actually explore consumer research, Sandy and other designers will offer their skills in sample-making and initial small production.

At the end of the summer, designers will be offered the opportunity to undergo the full program which has had a successful track record. Louis Narcisse of Pharoanic Designs www.pharaonicdesigns.com ;
Barbara Garnes of Sohe Design Group and Earth Ross Elements of Earth Jewelry Line all have completed the program!

Details and links - www.bonniesandy.com/occupyfashion

FaFashioning IT BKStyle!™- is about leveraging technology to design and "make" products, services and merchandise based on creative concepts; leveraging new media and technology in marketing said products and again using technology to promote the use and sales of locally

made products! Fashioning IT BKStyle!™- has been regular on
Internet Week NY
Calender since it's inception and has sought to include mom and pop businesses in the borough of Brooklyn!
www.brooklynfashionweek.com

About ARTS & CULTURE FEST & The Creative Side
ARTS & CULTURE FEST builds artisan and entrepreneur business capacity and affects Brooklyn's economic growth. It provides access and opportunity to make sales and create income for Brooklyn and New York artists, craft makers and designers. It is a new venue for commerce and marketing of art and design goods.

The Creative Side operates an Artisan market on Saturdays on Parkside Plaza at the intersection of Ocean and Parkside Avenues in Flatbush from Spring 2012 (April 21st) until early Fall (October 20th).

More information at www.artsculturefest.com

About Aziza Public Relations
Aziza Public Relations provides creative individuals as well as small and large businesses with public relations services in line with their creative brands. We use new and emerging digital formats to design innovative campaigns. We target traditional markets and help you define, seek and or develop new opportunities.
press@brooklynfashionweek.com

647 736 2984

additional info

Will You Help Me Start My Line

Experiences Helping Young Designers Start lines

yes you can participate from http://www.bonniesandy.com/occupy-fashion-and-helping-others-explore-caree-options/ anywhere in the globe if you are willing to improvise...

For latest updates on shopping local designers http://vip.bkfff.com

InternetweekNY Occupy Fashion - Fashioning It BKStyle! At Arts & Culture Fest: Internet Week New York http://j.mp/Jqs71a

ARTS & CULTURE FEST http://www.artsculturefest.com/ builds artisan and entrepreneur business capacity and affects Brooklyn's economic growth.

www.BrooklynFashionweek.com