

# Regulations Belgian Fashion Awards 2026

## Article 1— Organisation

1.1. The Belgian Fashion Awards are an initiative of  
Knack Weekend and Le Vif Weekend (Roularta Media Group NV)  
FDC - Flanders District of Creativity  
MAD – Brussels Fashion and Design Platform  
WBDM - Wallonie-Bruxelles Design Mode

Hereinafter referred to together as “Organisers”.

1.2. The awards ceremony for the Belgian Fashion Awards takes place annually. The event’s location alternates between Brussels (even years) and Antwerp (odd years).

1.3. No correspondence will be conducted regarding the rules, the mechanism of the competition or the modalities of selection, by telephone nor in writing. Participants who do not adhere to this will automatically be excluded from further participation.

1.4. The Organisers exercise control over the proper conduct of the competition and have final authority in all cases of dispute. In the event of force majeure or to guarantee the proper conduct of the competition, they may vote (by majority vote) to take all decisions that temporarily or permanently shorten, postpone, modify, transfer, expand or cancel the competition or a part thereof. For the same reasons, additions to the current regulations may be made by the Organisers; these then form an integral part of these regulations. These additions will be added to the regulations and announced on the website. In no case can the organisers be held liable for these actions.

## Article 2— Mission

2.1. The Belgian Fashion Awards reward the established and emerging talents in the Belgian fashion industry. The Belgian Fashion Awards are widely supported thanks to the industry jury and the shared vision of a professional, partly international, jury with significant expertise in the sector. One award winner is chosen by the public. It is the only initiative of this nature in Belgium, and with the official awards ceremony, the Belgian Fashion Awards create a platform for visibility and recognition towards the professional fashion industry as well as towards the general public. The ceremony is also an opportunity to bring together professionals in the sector.

## Article 3— The ten Belgian Fashion Awards

3.1. Ten (10) Belgian Fashion Awards are presented:

1. Designer of the Year
2. Creative Professional of the Year

3. Changemaker of the Year
4. Accessory Designer of the Year
5. Company of the Year (new)\*
6. Emerging Talent of the Year
7. Model of the Year (new)\*
8. Love Brand of the year
9. Most Promising Graduate of the Year
10. Outstanding Achievement Award

3.2. The various categories are described below:

**3.2.1. Designer of the Year:** is awarded to a Belgian fashion designer or a designer working for a Belgian fashion house, whose work in one's own name or for a fashion house impressed the jury during the past 12 months.

**3.2.2. Creative Professional of the Year:** This prize is awarded to a Belgian creative professional, active in the Belgian & international fashion industry whose work has been particularly remarkable in the last 12 months but who is not a designer (business profile, ceo, hair-, stylist, photographer, makeup artist, set designer, ...)

**3.2.3. Changemaker of the Year:** is awarded to a committed designer, professional or entrepreneur active in the Belgian fashion industry who has provided an outstanding contribution towards positive change during the past 12 months, for instance in striving for more sustainability, inclusivity or innovation.

**3.2.4. Accessory Designer of the Year:** is awarded to a Belgian fashion designer or a designer working for a Belgian fashion house, whose work in accessories (e.g. leather goods, bags, shoes, jewellery, hats, scarfs etc.), in one's own name or for a fashion house impressed the jury during the past 12 months.

**3.2.5. Company of the year (new category)\*:** This prize is awarded to a company, with their HQ based in Belgium, active in the (Belgian) fashion industry with a successful innovation, business strategy and/or intelligent & remarkable business development in the last 12 months.

**3.2.6. Emerging Talent of the Year:** is awarded to a Belgian fashion designer or company, with a strong concept or great creativity, active in the professional area with one's own collection for a maximum of 3 years. The winner receives a cash prize of € 5.000.

**3.2.7. Model of the year (new category)\*:** This prize is awarded to a Belgian model, or a model that is based in Belgium with a remarkable international appearance in the last 12 months.

**3.2.8. Love Brand of the year:** is a public choice award for which Belgian brands can apply. The general public can choose their favourite via [www.belgianfashionawards.be](http://www.belgianfashionawards.be) from a final selection of 10 Belgian brands carefully selected by the professional jury. The brand with the most votes wins the audience award.

**3.2.9. Most Promising Graduate of the Year:** is awarded to a promising alumnus of a Belgian fashion school who graduated in June of the previous academic year. Belgian schools belonging to this category are: Royal Academy of Antwerp, La Cambre, Academie Sint-Niklaas (SASK), Koninklijke Academie voor Schone Kunsten Gent (KASK), HE Francisco Ferrer, Helmo Mode, Château Massart Mode. The finalists are identified by the Internal Jury (see later).

**3.2.10. Outstanding Achievement Award;** This prize honours the career path of a fashion designer or professional whose remarkable career path convinced the jury. The Outstanding Achievement Award is solely nominated by the members of the Official BFA Jury.

**3.3. (new)\* Open application process:** All categories, except for the Outstanding Achievement Award and the Most Promising Graduate, are open for professional candidates. One can register for free for the first eight categories above, via the application form between **April 16 and May 11, 2026 - 11:59pm**.

**3.4.** All Belgian brands can apply for **the Love Brand of the Year award**. Only 10 brands can qualify for the public award, after selection by the Internal Jury. The prize is awarded to the brand with the most preference votes **by the public voting**. Voting on all nominated brands can be done online (see below in Article 7).

**3.5.** The nominees and laureates of the first seven categories are nominated during three separate jury sessions with a majority of votes – with the exception of the Outstanding Achievement (see article 8).

## Article 4 – Jury process : 3 phases

**4.1. Phase 1 - Internal Jury:** The Organisers hold a first jury session to appoint the 5 nominees per category – except in Most Promising Graduate and Outstanding Achievement Award categories.

The Internal Jury consists of 5 persons, consisting of representatives of the 5 partners (MAD, WBDM, Flanders District of Creativity, Weekend Knack and Le Vif Weekend).

The Internal Jury convenes in the month of June.

The Internal Jury also validates the selection of the ten brands among the applications received in the Love Brand of the Year category.

**4.2. Phase 2 - The Industry 200 (new)\*;** is a group of 200 professionals who are actively engaged in the fashion sector and who represent a broad cross-section of the Belgian fashion ecosystem. This panel participates in the second round of the Belgian Fashion Awards selection process and plays a key role in shortlisting the finalists.

The Industry 200 is composed of professionals from various disciplines within the fashion industry, such as: Designers, Brand and studio directors, Retailers and buyers,

Journalists and editors, Photographers and stylists, Creative directors and consultants, Educators and researchers, PR and communication professionals, ...

Each member of the Industry 200 casts one vote per category during the online voting round. Based on the total number of votes, the three candidates per category with the most votes proceed to the final jury round.

The composition of the Industry 200 is reviewed and curated each year by the Organisers to ensure diversity, relevance, and representation across the sector.

**4.3. Phase 3 - The Official BFA Jury:** The Organisers annually assemble an official BFA jury of experts and professionals who nominate the laureates of the Belgian Fashion Awards based on the selection of the Internal Jury and the pre-selection of the Industry 200 vote – except for the Love Brand of the Year audience award.

The members of this Official BFA Jury are recognised national and international authorities in the fashion industry and professionally active as a curator, designer, consultant, journalist, buyer, etc.

The Official BFA Jury is composed of at least 10 people with possibly one of the profiles listed below:

1. A curator from the Antwerp Fashion Museum (MoMu)
2. A curator from the Modemuseum Hasselt
3. A curator from the Brussels Fashion & Lace Museum
4. (A) fashion journalist(s)
5. National buyer(s) and/or international buyer(s)
6. Fashion (business) consultant(s)
7. Curator(s) / organizer(s) of another fashion prize
8. Designer(s)

Each member has one vote.

The Official BFA Jury convenes in the month of September. Each member of the Official Jury must confirm his or her participation in writing.

4.4. By accepting their mandate, all jury members declare that they agree with the competition rules and commit themselves to their correct implementation. The jury members commit to strict confidentiality concerning all information that is discussed during the jury meetings. A violation of this commitment can give rise to the immediate exclusion of the jury member in question.

4.5. The Official BFA Jury is chaired by a chairperson or jury president, nominated by the Organisers. The chairperson may not be one of the four organising partners. The chairperson is also the spokesperson for the Official Jury.

4.6. The Chairperson and the Organisers can decide together to exclude and replace a jury member. A member of the jury may be excluded among others for reasons of non-

compliance with the competition rules, the secrecy of the judging or for any reason that could cause the member concerned to compromise the good name of the initiative. The decision to exclude is taken after consultation within the Official Jury, whether or not in the presence of the jury member concerned. The decision of the Official Jury is discussed by the Chairperson with the Organisers, who can then decide together to exclude and replace the jury member in question. This final decision is not contestable and will be communicated in writing to the relevant jury member.

## Article 5— Application & Nominating Candidates

5.1. As mentioned in 3.3. a new free application process is added to the current procedure before the nomination process starts.

5.2. To be eligible for nomination in one of the categories, the candidate must meet all the minimum conditions as indicated in each category in Article 3.

5.3. The winner (person or brand) in a specific category cannot be nominated or be a candidate for one of the Belgian Fashion Awards the following year.

5.. For the Love Brand of the Year (public choice award), the candidate must meet all the requirements mentioned in the call for candidates (see Article 7).

5.4. There are no candidate nominees in the Outstanding Achievement category.

5.5. A candidate/nominee is eligible in one of the categories if he or she is nominated by a member of the Internal Jury or selected after the submission of a valid application. Each member of the Internal Jury may nominate one or more candidates in each category up to five days before the jury session in June. The nomination must be substantiated in writing. This rule does not apply to the nomination in the audience award category Fashion Brand of the Year, nor for the Most Promising Graduate category.

## Article 6— Designating nominees

6.1. During the Internal Jury session, five people or companies will be shortlisted from the longlist, consisting of eligible nominated candidates and open call applications for the following categories:

1. Designer of the Year
2. Creative Professional of the Year
3. Changemaker of the Year
4. Accessory Designer of the Year
5. Company of the Year (new)\*
6. Emerging Talent of the Year
7. Model of the Year (new)\*

6.2. At the start of the Internal Jury session, the members review all candidates in the seven categories mentioned above. Candidates who do not meet the conditions listed in Article 3 are removed from the list. The jury members can give their opinion or additional comments about each candidate (e.g. in case of an unclear and/or incomplete nomination). A written vote is then held in which the Organisers identify their three preferred candidates by giving 1 to 3 points, with 3 points going to the most favoured candidate. The five candidates with the most votes per category are selected as nominees in the relevant category. In the case of a tie, a new voting round (one point per jury member) is held involving the tied people/companies.

6.3. In the Most Promising Graduate of the Year category, the Internal Jury compiles the list of seven nominees together, one nominee for each of the seven Belgian schools. The members of the Internal Jury are assigned one or more schools in function of their language and/or community affiliation, as follows:

Knack Weekend & Flanders District of Creativity: Royal Academy of Antwerp, Academie Sint-Niklaas (SASK), Koninklijke Academie voor Schone Kunsten Gent (KASK).

Le Vif Weekend, MAD & WBDM: La Cambre, HE Francisco Ferrer, Helmo Mode, Château Massart Mode.

One nominee is unanimously appointed per school.

6.4. No nominees are selected for the Outstanding Achievement award category. The Official BFA Jury is authorised to appoint a laureate directly, after consultation (see Article 8).

## Article 7— Love Brand of the Year (public award)

7.1. Ten Belgian fashion brands are selected after a call for candidates launched by the Organisers.

The call for candidates will be launched via the Organisers' communication platforms. Interested brands will be able to apply based on presentation of a dossier. The call will be open for a period of at least one month.

7.2. Candidates will be assessed based on the following criteria:

The brand must have been active for at least 3 years;

The brand must be established in Belgium;

The brand must evidence a remarkable campaign or project during the past 12 months and clearly describe its remarkable aspect: the remarkable aspect must be measured by either the commercial impact, environmental impact, economic impact, social impact, societal impact of the campaign or project in the field of fashion; The brand shall provide images and videos in the case of a possible nomination.

7.3. The candidate brand is responsible for the truth and accuracy of the information provided. The Organisers have no obligation to investigate such.

7.4. The submission shall be done in the prescribed manner, in full, and within the specified period. If the submission does not comply, the organisation is entitled to exclude it. Registration means that the participant automatically agrees with the provisions in these regulations.

7.5. From the candidates, the members of the Internal Jury will select the ten nominated brands. The selection is based on votes; each Organiser and each museum will have ten votes. Each party can cast only one vote per brand. The ten brands with the most votes will be the ten nominated brands.

7.6. After this Internal Jury selection, the ten selected brands will be informed of their nomination.

7.7. The ten nominees will be presented to the public in October via [www.belgianfashionawards.be](http://www.belgianfashionawards.be). The public can vote via this website. To validly vote, a person can only cast one vote per brand; thus one person cannot vote for multiple brands. To be valid, the voter must state his or her e-mail address when voting.

7.8. The Organisers (Knack Weekend and Le Vif Weekend) exercise control over the correct conduct of the online voting and have definitive authority in all cases of dispute. In the event of force majeure or to ensure the correct conduct of the vote, they can take all the decisions necessary.

The contact information of each person participating in the vote are registered with RoulartaMedia Group NV and can be used for promotional purposes. Roularta Media Group allows you to access and rectify these data. The data will be processed according to the privacy rules that can be found on the website [www.roularta.be](http://www.roularta.be).

7.9. Finally the nominees are ranked by the number of votes received. The highest ranked nominee becomes the Fashion Brand of the Year laureate.

## Article 8— Laureates for Designer, Accessory Designer, Creative Professional, Changemaker, Emerging Talent, Company, Model, Most Promising Graduate of the Year awards

8.1. At the start of the Official BFA Jury session, the members review the three nominees in the categories:

- Designer of the Year
- Creative Professional of the Year
- Changemaker of the Year
- Accessory Designer of the Year
- Company of the Year (new)\*
- Emerging Talent of the Year

- Most Promising Graduate of the Year
- Model of the Year (new)\*

The members of the Official BFA Jury can give their opinion or additional comments on each candidate. A written vote is then held in which the members of the Official BFA Jury each indicate their three preferred candidates per category, awarding from 1 to 3 points. The nominee with the most total points is the laureate who wins the Award. In the case of a tie, a new voting round (one point per jury member) is held involving the tied nominees. In the event of another tie, the Chairperson of the Official BFA Jury makes the final decision.

8.2. **Jury Prize:** during the Official BFA Jury session, the jury members will choose a laureate for the Outstanding Achievement Award. Designation of the laureate is done unanimously. If there is/are no candidate(s) who meet the criteria or if the Official BFA Jury does not agree, the Official Jury may decide not to grant an award.

8.3. The Official BFA Jury draws up an official report under the direction of the Chairperson, explaining his or her motivation for choosing the laureates in the different categories – except for the audience award.

8.4. The decisions of the Official BFA Jury are binding. The results are not open to discussion.

8.5. Following the preparation of the official report by the Official BFA Jury, the laureates are informed by the Organisers of the choice of the Official BFA Jury.

The candidate(s) for the Outstanding Achievement Award;

The laureates may not communicate with the outside world about this. They will only be announced during the closing event.

## Article 9— The award ceremony and trophies

9.1. All winners – designers, brands, professionals, students – are expected to attend the festive closing event, whose location alternates between Antwerp and Brussels.

9.2. The winners of the ten Belgian Fashion Awards will be announced during this official ceremony.

9.3. The ten laureates will receive their trophies during the official ceremony.

## Article 10— Communication

10.1. Once the composition of the Official BFA Jury has been approved, the names of the members of the jury will be made public.

10.2. A press release with the nominees will be published by the Organisers of the Belgian Fashion Awards and sent to the national and international press at the end of October. The 10 brands nominated for Love Brand of the Year may also communicate to the public about their nomination and invite people to vote by referring them to [www.belgianfashionawards.be](http://www.belgianfashionawards.be) and hashtag #bfa2026.

10.3. Immediately after the awards ceremony, a press release with the winners will be published by the Organisers of the Belgian Fashion Awards and sent to the national and international press.

10.4. Nominees may use the official logo “Belgian Fashion Award Nominee 2026”. After the award ceremony on **November 17, 2026**, the 10 laureates may use the “Belgian Fashion Award Winner 2026” logo.