

LONDON FASHION WEEK

15-19 SEPTEMBER 2017

PRESS RELEASE

Wednesday 13th September 2017

LONDON FASHION WEEK SEPTEMBER 2017 FACTS AND FIGURES

On Friday London Fashion Week (LFW) opens to welcome over 5,000 guests, from international press to buyers, broadcasters, influencers and industry insiders from over 70 countries. This will be the 66th edition of London Fashion Week which runs from Friday 15 - Tuesday 19 September 2017 at The Store Studios, 180 Strand.

Featuring 85 catwalk shows and presentations and 33 events from emerging talent to global brands, the diversity of the LFW schedule is a testament to the inclusive and innovative British fashion industry on display in London.

LONDON FASHION WEEK SEPTEMBER 2017 SCHEDULE

New to the schedule this season are **Emporio Armani** who will show to coincide with the re-launch of their London flagship, alongside **Tommy Hilfiger** who will debut their latest **TOMMYNOW** see-now buy-now collection to an audience of trade and consumers and British brand **Ralph & Russo** who will debut their first ever ready-to-wear collection. Other brands joining the schedule include **Nicopanda** and **Dr Pam Hogg** alongside the relaunched **Fiorucci** on the events schedule.

Burberry will present their new collection on Saturday as well as **Fashion East**, **Gareth Pugh**, **House of Holland**, **JW Anderson**, **Ports 1961** and **Simone Rocha**. Donatella Versace's **VERSUS** and **MM6 Maison Margiela** will host a show and a presentation respectively on the Sunday.

The pioneering emerging womenswear talent showing under the BFC's NEWGEN initiative this season are **Halpern**, **Marta Jakubowski**, **Molly Goddard**, **Paula Knorr**, **Richard Malone** and **Sadie Williams**. **Mother of Pearl** and **palmer//harding**, joint recipients of this year's BFC/Vogue Designer Fashion Fund, will show on Saturday and Tuesday respectively.

Internationally celebrated British designers include **Antonio Berardi**, **Anya Hindmarch**, **CHALAYAN**, **Charlotte Olympia**, **Christopher Kane**, **David Koma**, **Emilia Wickstead**, **ERDEM**, **Fyodor Golan**, **Margaret Howell**, **Marques'Almeida**, **Mary Katrantzou**, **Peter Pilotto**, **Preen by Thornton Bregazzi**, **Pringle of Scotland**, **Roksanda**, **Roland Mouret**, **Ryan Lo**, **Sophia Webster**, **Temperley London** and **TOPSHOP UNIQUE** will also be on schedule to showcase their latest collections.

Over 150 designers are showcasing in the Designer Showrooms at The Store Studios, 180 Strand, taking over more wings of the building than ever before:

Alighieri, Daniel Fletcher, Dorateymur, Margo and Loxley England will feature in the showrooms receiving support from Boden's Future British initiative, which is in partnership with the BFC.

Harvy Santos London, Laura Apsit Livens, Sophie Beale Millinery and The Season Hats will showcase as part of the BFC's Headonism initiative.

Completedworks, DAOU, Frances Wadsworth Jones, Lily Kamper, Rachel Boston and Shimell and Madden will showcase as part of the BFC's Rock Vault initiative.

FACTS AND FIGURES

The UK's **£66 billion** fashion industry accounts for **6%** of UK's market (*Fashion United, 2017*)

£28billion direct contribution to the UK economy (GDP) from the UK fashion industry, up from £26billion in 2013 (*Oxford Economics, 2014*)

Womenswear value sales rose by **1.3%** to **£27.25billion** in 2016 and are predicted to rise to reach **£28.77billion** in 2021 (*Mintel, 2017*)

£27billion worth of womenswear (RTW) sales in the UK in 2015. This figure is predicted to grow 23% by 2020 to **£32billion** (*Mintel, 2016*)

£12.4billion spent on fashion online in the UK in 2015, up 16% from **£10.7billion** in 2014 (*Mintel, 2015*)

£9 billion is the value of the web-based fashion and footwear market in the UK, it is predicted to grow to **£11billion** (*Euromonitor, 2015*)

Over £1million worth of pro-bono support provided to BFC designers by BFC Fashion Network partners and mentors with over **10,000** hours of support provided in 2016

880,000 jobs supported by the UK fashion industry, up from **797,000** in 2013 (*Oxford Economics, 2014*)

£700,000 raised by The Fashion Awards 2016 and donated to the BFC Education Foundation and given to support NEWGEN, Business Support and the BFC Colleges Council

£300,000 pledged by Swarovski to the BFC Education Foundation in advance of The Fashion Awards

45,000 images shot by Getty photographers on and off the runway over five days

32,000 miles driven between shows by a luxurious fleet of fuel efficient chauffeured Mercedes-Benz cars

20,000 espressos served and **200kg** of Lavazza coffee beans roasted on site

£20,000 to be awarded for the DHL International Fashion Potential Award during LFW

5,000 serves of Scavi & Ray Prosecco consumed by guests at The Store Studios

3,600 minutes of blogging on Yahoo Style over the course of five days on their dedicated LFW site

3,571 units of label.m products used backstage each season across 40 shows

890 NewLook store windows internationally featuring the LFW logo including the UK, France, Poland, China and the Middle East

3,000 copies of ES Magazine read on site over the course of LFW

600 minutes of shows to be live streamed on Friday 15th by Yahoo Style from the BFC Show Space

225 makeovers completed for guests in the Maybelline New York Lounge on-site at LFW

Close to **7 in 10 (67%)** women have bought clothes **online** in the last 12 months. (*Mintel, 2017*)

48% of female young Millennials are interested in retailers using more **eco-friendly fabrics** (*Mintel, 2017*)

37% of women would like retailers to offer more **season-less** clothes; **35%** more **high-quality** garments, **21%** **unique designs** and **6%** **trend-led** designs. (*Mintel, 2017*)

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The Store Studios, 180 Strand
londonfashionweek.com

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The British Fashion Council (BFC) was set up in 1983 to promote British fashion internationally and co-ordinate this promotion through fashion weeks, exhibitions and showcasing events. The BFC now supports designers beginning at college level and extending to talent identification, business support and showcasing schemes to help British designer businesses develop their profiles and business globally and promote British fashion and its influential role in Britain and London. The BFC Colleges Council offers support to students through its Foundation, BA and MA scholarships, links with industry through design competitions and Graduate Preview Day. Talent identification and business support schemes include BFC Fashion Film; BFC Rock Vault; BFC Headonism; BFC/GQ Designer Menswear Fund; BFC/Vogue Designer Fashion Fund and NEWGEN. The BFC supports Boden's Future British initiative. The BFC also runs and owns charities including the BFC Fashion Arts Foundation, the BFC Fashion Trust and the BFC Education Foundation. Showcasing initiatives and events include London Fashion Week, London Fashion Week Men's, LONDON show ROOMS, International Fashion Showcase, London Fashion Week Festival and the annual celebration of excellence in the fashion industry: The Fashion Awards.