

BRITISH FASHION COUNCIL



THE BRITISH FASHION COUNCIL PARTNERS WITH GLOBAL IMMERSIVE STUDIO DIGITAL DOMAIN TO DELIVER NEXT GENERATION OF INTERACTIVE AND VIRTUAL CONTENT

Multi-year partnership will power future content strategies, advancing digital content for global fashion industry

LOS ANGELES – November 14, 2017 – [Digital Domain](#), the leading global immersive content studio announces today a multi-year partnership with the [British Fashion Council](#) (BFC) to power its immersive content strategy, with a focus on interactive experiences. All of the BFC's events and partners, including designers and brands will have access to Digital Domain's expertise to influence content and engage with today's consumers, decision makers and fashion fans around the world.

Digital Domain is the only global studio with a legacy of award-winning visual effects expertise to lead innovations in virtual, mixed, augmented realities and technology, bringing premium content and experiences to the consumer, and leading the industry in immersive and interactive content. Digital Domain's capabilities include hot spot technology, allowing viewers to interact with the shows, designers, the products, and to complete the customer journey through a shopping mechanism, all in an immersive and interactive environment.

The BFC leads the global fashion industry through creative influence and strategically repositions British fashion in the global fashion economy. The BFC showcases the most innovative and creative fashion design talent through events such as London Fashion Week, London Fashion Week Men's, The Fashion Awards and London Fashion Week Festival. Via the partnership, Digital Domain will grant immersive access to the public to all these events, providing fashion enthusiasts unprecedented access and experiences.

Caroline Rush, Chief Executive British Fashion Council said: “*The British Fashion Council has a strong legacy of being at the centre of innovation, and we are committed to continue pushing the quality of our content. Working with Digital Domain will allow us to do so and will give our designers an exciting platform to reach their fans around the world in a new engaging and interactive way.*”

Daniel Seah, Global CEO, Digital Domain commented: “*As we expand our global footprint, Digital Domain continues to be a dominant force in the lifestyle content space. A partnership with the British Fashion Council will push the boundaries of content creation to represent the best of the best in the fashion world.*”

Alireza Saifi, VP of Global Business Development Digital Domain commented: “*Digital Domain and the British Fashion Council joining forces will push the boundaries of content available for fashion enthusiasts worldwide. The partnership will also empower all British Fashion Council partners and affiliates to fully maximize their collaborations and to better connect with their consumers through leveraging Digital Domain's expertise and capabilities.*”

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About Digital Domain:

Digital Domain creates transportive experiences that entertain, inform and inspire. The company is a pioneer in many fields, including visual effects, livestreaming landmark events in 360° virtual reality, building situational awareness applications, creating “virtual humans” for use in films and live events, and developing interactive content. A creative force in visual effects and media applications, Digital Domain and its predecessor entities have brought artistry and technology to hundreds of motion pictures, commercials, video games, music videos and virtual reality experiences. Its groundbreaking visual effects appear in films such as “Titanic,” “The Curious Case of Benjamin Button” and recent blockbusters “Spider-Man: Homecoming” and “Beauty and the Beast.” Staff artists have won more than 100 major awards, including Academy Awards®, Clios, BAFTA awards and Cannes Lions. Digital Domain has locations in Los Angeles, New York, Portland, Vancouver, London, Shanghai, Beijing, Hong Kong, Taipei and Hyderabad. Digital Domain Holdings Limited (www.ddhl.com) is listed on the Hong Kong Stock Exchange (stock code 547). For more information, visit www.digitaldomain.com.

About British Fashion Council:

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. For more information, visit www.britishfashioncouncil.com.