

# BRITISH FASHION COUNCIL

## PRESS RELEASE

WEDNESDAY 16<sup>TH</sup> MAY 2018

### HRH THE PRINCE OF WALES CHAMPIONS THOSE CONTRIBUTING TO A POSITIVE FASHION INDUSTRY

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Today HRH The Prince of Wales met with British designers and fashion businesses who are dedicated to sustainability and championing positive change for the future of the fashion industry, at White City House. His Royal Highness was met by Nick Jones, founder of Soho House, who gave him a quick tour before His Royal Highness cut the ribbon officially opening White City House, giving it his royal seal of approval. His Royal Highness then spent time in the company of Bethany Williams, Mother of Pearl and Teatum Jones discussing material innovation, the circular economy, craftsmanship and community. The visit was part of the British Fashion Council's Positive Fashion initiative, a platform designed to use the power of collective influence to gather thought leadership, celebrate industry best practice and encourage future business decisions to create positive change.

Through three strategic pillars, Positive Fashion focuses on *Sustainability*, referring to social, environmental and business governance to drive a more sustainable fashion future; *Equality and Diversity*, representing the people from the product makers to the staff, students and models who pioneer British brands and *Local Manufacturing, Craftsmanship and Community*, referencing the community of talent, skills and craftsmanship that supports the fashion sector which contributes £29.7 billion in GDP to the UK economy and supports 850,000 jobs.

The Prince of Wales has previously supported the work of The British Fashion Council by hosting the launch of *London Collections: Men* at St James's Palace in June 2012. His Royal Highness also founded the Campaign for Wool to encourage ecologically responsible fashion which prioritises natural fibres and has a low carbon footprint.

Earlier in the day, The Prince of Wales was joined by The Duchess of Cornwall at a visit to the [YOOX NET-A-PORTER GROUP'S](#) Tech Hub where they were met by YOOX NET-A-PORTER GROUP'S CEO Federico Marchetti and British Fashion Council CEO, Caroline Rush. There, the Royal guests saw how Artificial Intelligence is being used to design an unparalleled future shopping experience. Personalised prototype homepages based on Their Royal Highnesses' diaries brought this vision to life. The guests also witnessed YNAP's commitment to the next generation of technology

pioneers; joining a coding class alongside more than 60 local schoolgirls participating in a hackathon as part of a partnership with Imperial College London.

**Caroline Rush CBE**, CEO British Fashion Council commented: *“The Prince of Wales and The Duchess of Cornwall have long been supporters of sustainability, wool and local manufacturing. We are honoured that his interest in our Positive Fashion initiative shines a light on the great work being done by individuals and businesses in fashion. The visit to YNAP was a great example of how London leads in ecommerce and how those businesses are not only shaping our industry, but also our local communities”*

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[#PositiveFashion](#)

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**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/GQ Designer Menswear Fund; BFC/Vogue Designer Fashion Fund and NEWGEN which includes womenswear, menswear and accessories. 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 creativity and innovation in the fashion industry: The Fashion Awards.

**ABOUT YOOX NET-A-PORTER GROUP**

YOOX NET-A-PORTER GROUP is the world's leading online luxury fashion retailer. The Group is a Global company with Anglo-Italian roots, the result of a game-changing merger, which in October 2015, brought together YOOX GROUP and THE NET -A-PORTER GROUP; the two companies had revolutionized the luxury fashion industry since their birth in 2000.

YOOX NET-A-PORTER GROUP is a unique business with an unrivalled offering including multi-brand in-season online stores NET-A-PORTER and MR PORTER, and multi-brand off-season online stores YOOX and THE OUTNET, as well as numerous ONLINE FLAGSHIP

STORES, all "Powered by YNAP". Through a joint venture established in 2012, YOOX NET -A-PORTER GROUP has partnered with Kering to manage the ONLINE FLAGSHIP STORES of several of the French group's luxury brands.

In 2016, YOOX NET-A-PORTER GROUP joined forces with Symphony, an entity controlled by Mohamed Alabbar's family, to establish a ground-breaking joint venture to create the Middle East's undisputed leader for online luxury retail.

Uniquely positioned in the high growth online luxury sector, YOOX NET-A-PORTER GROUP has an unrivalled client base of more than 3 million high-spending customers, over 840 million visits worldwide and consolidated net revenues of € 2.1 billion in 2017. The Group has offices and operations in the United States, Europe, Middle East, Japan, China and Hong Kong and delivers to more than 180 countries around the world. YOOX NET-A-PORTER GROUP is listed on the Milan Stock Exchange as YNAP.

For further information: [www.ynap.com](http://www.ynap.com)

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