

I N S P I R E  
N U R T U R E  
F A C I L I T A T E  
L E A D  
U N I T E  
E V O L V E  
N E G O T I A T E  
C E L E B R A T E  
E N H A N C E

**THE UK FASHION INDUSTRY  
CONTRIBUTES £26 BILLION  
TO THE UK ECONOMY.**

**BRITISH FASHION COUNCIL**

**2014–15**

**ANNUAL REVIEW**

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## CHAIRMAN'S LETTER

In 2014–15 the British Fashion Council focused on consolidating its activity to enable it to build the most robust platform to start, develop and grow a designer fashion business. Much of the activity delivered this year is groundwork for this focus. It is only through industry collaboration that this will become viable in the long-term and with that in mind many new patrons have joined the British Fashion Council this year, demonstrating the industry's enthusiasm to work together.

A great deal of planning has gone into future proofing British Fashion Council activity. We completed a six-year partnership with Vodafone and in March this year announced that Sunglass Hut will become the principal sponsor of London Fashion Week, enabling us to deliver a new format fashion week from 2015–16. We launched the Digital & Innovation and Business Pillars and delivered our inaugural Fashion Forum.

London Collections Men extended by one day and is now, led by Chairman Dylan Jones OBE, seen as a leading global menswear showcase with increased designer participation. As part of the global outreach we announced our first international ambassador, Hu Bing, who will form just part of our strategy of engagement in China.

The British Fashion Awards doubled its media coverage, putting the excellence of both British and international talent in the spotlight.

The fashion industry lost two incredible champions of talent. Professor Louise Wilson OBE has left the most incredible legacy of talent development and creation. Her passing was a stark call to action for the industry to invest in its pipeline of talent through education from Foundation Year to MA. Anne Tyrrell MBE, also passed away this year. As Chair of the BFC's Colleges Council, Anne focused on developing skills, training and creating employment opportunities for graduating students every year. The British Fashion Council will work to honour the names of both of these incredible women.

There are many who give their time pro bono to assist the British Fashion Council team to deliver our strategy and shared goals. I would like to thank all of our Pillar Presidents, ambassadors, committee members and mentors for their time and dedication in making this industry what it is today. We wouldn't be able to deliver half of the activity we do were it not for our patrons, sponsors, suppliers and our many friends and partners. Thank you.



**Natalie Massenet MBE**

**WE HAVE SOME OF THE MOST  
EXCITING AND DIVERSE COLLECTIONS  
SHOWN HERE IN LONDON. BRITISH  
TALENT HEADS UP SOME OF THE MOST  
IMPORTANT BRANDS AROUND THE  
WORLD. WE PIONEER CREATIVITY AND  
WE CHAMPION BUSINESS. WE TRAIN  
FUTURE THINKERS AND CREATIVE  
GENIUSES TOGETHER WITH FASHION  
INNOVATORS AND BUSINESS LEADERS.  
LONDON IS A TRULY GLOBAL HUB FOR  
FASHION AND OUR INFLUENCE IS FELT  
ALL OVER THE WORLD.**



# OVERVIEW



EMILIA WICKSTEAD SS15



**THE BRITISH FASHION INDUSTRY HAS NEVER BEEN STRONGER, NOR HAS ITS REACH AND SCOPE. BRITISH FASHION IS THE MOST INFLUENTIAL IN THE WORLD, ESPECIALLY ITS MENSWEAR. LONDON IS THE CRUCIBLE OF CREATIVITY, AND THAT IS ON DISPLAY IN THE SHOWROOMS OF DESIGNERS, ON THE STREET, AND ON THE CATWALK DURING EVERY SHOW DURING LONDON FASHION WEEK AND LONDON COLLECTIONS MEN.**





**THE BRITISH FASHION COUNCIL IS A NOT-FOR-PROFIT ORGANISATION THAT AIMS TO FURTHER THE INTERESTS OF THE BRITISH FASHION INDUSTRY AND ITS DESIGNER BUSINESSES BY HARNESSING AND SHARING THE COLLECTIVE KNOWLEDGE, EXPERIENCE AND RESOURCES OF THE SECTOR.**

**THROUGH ADVOCACY, PROMOTION AND SHOWCASING EVENTS BOTH IN THE UK AND KEY EXPORT MARKETS, THE BRITISH FASHION COUNCIL ASSISTS IN THE GROWTH AND ECONOMIC IMPACT OF THE DESIGNER FASHION INDUSTRY TO UK PLC AND ENHANCES THE INTERNATIONAL, CULTURAL AND CREATIVE REPUTATION OF OUR WHOLE INDUSTRY.**



MISSION STATEMENT

**THE BRITISH  
FASHION COUNCIL  
LEADS THE FASHION  
INDUSTRY THROUGH  
CREATIVE INFLUENCE.**

OUR AIM

**OUR AMBITION IS  
TO STRATEGICALLY  
REPOSITION BRITISH  
FASHION IN THE  
GLOBAL FASHION  
ECONOMY.**

**JUST WHEN YOU THINK LONDON HAS  
PEAKED, IT REACHES A NEW LEVEL.**

## FIVE PILLARS

**WE IDENTIFIED FIVE PILLARS THROUGH WHICH WE HAVE FOCUSED OUR ENERGY AND THE SUPPORT SO GENEROUSLY PROVIDED BY ORGANISATIONS, INDIVIDUALS AND GLOBAL INFLUENCERS FROM OTHER SECTORS.**

**CREATIVITY IS AT THE HEART OF EVERYTHING WE DO AND IS THE HALLMARK OF SUCCESS OF EVERY BRITISH FASHION BUSINESS.**

### **BUSINESS**

We have refocused our mentoring programmes to create new opportunities to support more businesses. We are developing an online portal to create open access to business support information and seminars.

### **REPUTATION**

We are increasing the international profile of British fashion and British Fashion Council-led events, working with strategic partners globally to champion our industry. We aim for our event experiences and content to exceed all expectations, to attract new audiences and further develop our reputation for professionalism and creativity.

### **EDUCATION**

We aim to attract talented young people into the industry, both through further education scholarships and vocational routes to learn much needed skills. Business education is a new strand to this strategy, working with business colleges to attract future fashion business leaders.

### **INNOVATION & DIGITAL**

We want British businesses to follow in the footsteps of its brands and lead in innovation and digital. We are identifying challenges to support more businesses to get online, to continue to launch new technology and to look at using it to support businesses to be more efficient.

### **INVESTMENT**

We aim to attract more investors into the sector, establishing early stage investment vehicles underpinned by philanthropy and prepare designer businesses to be investor ready.

## PRESIDENTS

Each of the five strategic pillars has been appointed a President who, along with the British Fashion Council Senior Management Team, drive forward each element of the strategy.

## BUSINESS

**James McArthur**

## REPUTATION

**Sophia Neophitou**  
10 Magazine

## EDUCATION

**Meribeth Parker**

**Sarah Mower MBE**  
BFC Ambassador for Emerging Talent

## INNOVATION & DIGITAL

**Peter Fitzgerald**  
Google UK

## INVESTMENT

**Jonathan Goodwin**  
Lepe Partners

PILLAR PRESIDENTS









## GOVERNANCE

**An Executive Board was established in 2009 with the appointment of the organisation's first full-time management team. The Executive Board meets 10 times per year and is responsible for setting the overall strategy of the business.**

**The Executive Board briefs an industry Advisory Board quarterly on strategy, achievements and challenges.**

## FUNDING

The British Fashion Council is funded by industry patrons and commercial partners. It receives grant support from the Mayor of London to enable it to strengthen the content and international profile of London Fashion Week (LFW) and the profile and impact of London's designers.

Funding from UK Trade & Investment (UKTI) supports specific initiatives that directly deliver increased opportunities for British businesses to grow export sales. Since July 2011, the European Regional Development Fund (ERDF) Programme 2007–2013 has supported LONDON show ROOMS, London Collections Men, the BFC's business support seminars and digital showcasing.

The BFC prides itself in developing long-term partnerships with sponsors for its events and initiatives, delivering opportunities for both designers and partners alike.

The BFC thanks all of its patrons, partners and sponsors who have helped make the growth and profile of the designer sector possible. London Fashion Week and London Collections Men now draw more influential audiences from fashion media and designer fashion retailers to the capital than ever before.

## EXECUTIVE BOARD

**Natalie Massenet MBE**  
Chairman

**Caroline Rush CBE**  
Chief Executive

**Simon Ward**  
Chief Operating Officer

**Anya Hindmarch MBE**  
Non-Executive Director

**Christopher Inman OBE**  
Treasurer

## PATRONS 2014–15

Amazon Fashion  
**AMERICAN EXPRESS**  
 Arcadia Group  
 Bicester Village  
 Burberry  
 Condé Nast Publications  
 Debenhams  
 Eiesha Bharti Pasricha  
 Fenwick Limited  
 GAP  
 Grazia  
 Harrods  
 Harvey Nichols  
 Hearst Magazines UK  
 House of Fraser  
 HSBC  
 Hunter  
 ISSA London  
 Jimmy Choo  
 John Lewis Partnership  
 Karen Millen  
 Kering  
 KPMG LLP  
 Land Securities  
 LVMH  
 Marks & Spencer  
 Mayor of London  
 McArthurGlen Group  
 Mulberry  
 New Look  
 Next  
 Pringle of Scotland  
 River Island  
 Selfridges  
 ShopStyle  
 THE NET-A-PORTER GROUP  
 Very Exclusive

ERDEM SS15



## ADVISORY BOARD 2014–15

The British Fashion Council's industry Advisory Board comprises BFC committee chairs, Pillar Presidents, representatives from education, patrons and designers who give their time and expertise freely to help develop a focused programme of promotion and support for leading British designer businesses. The board meets quarterly, two full board meetings chaired by Natalie Massenet MBE and two patron briefings chaired by Caroline Rush CBE.

**Adam Fenwick**  
Fenwick Limited

**Alasdhair Willis**  
Hunter Boot Ltd

**Alexandra Shulman OBE**  
British Vogue

**Annette Cremin**  
Selfridges

**Camilla Al Fayed**  
ISSA London

**Carol Bagnald**  
HSBC

**Dana Gers**  
Jimmy Choo

**Don Williams**  
KPMG LLP

**Douglas Fang**  
Pringle of Scotland

**Dylan Jones OBE**  
British GQ

**Ed Connolly**  
John Lewis Partnership

**Eiesha Bharti Pasricha**

**Frances Corner OBE**  
London College of Fashion

**Gemma Metheringham**  
Karen Millen

**Genevieve Kunst**  
ShopStyle

**Hilary Alexander OBE**

**Jackie Hay**  
House of Fraser

**Joseph Velosa**  
Matthew Williamson

**Josie Roscop**  
River Island

**Julia Calabrese**  
McArthurGlen Group

**Juliet Warkentin**  
Amazon Fashion

**Justine Picardie**  
Harper's Bazaar UK

**Justine Simons OBE**  
Mayor of London

**Kaela Fenn-Smith & Sev**  
Land Securities

**Lisa Armstrong**  
The Daily Telegraph

**Lisa Gregg**  
American Express

**Louise Beveridge**  
Kering

**Mary Homer**  
TOPSHOP

**Maurice Mullen**  
London Evening Standard

**Michael Ward**  
Harrods

**Paul Keenan**  
Bauer Media

**Roger Wightman**  
New Look

**Sarah Curran**  
Very Exclusive

**Sarah Manley**  
Burberry

**Shadi Halliwell**  
Harvey Nichols

**Sophie Brocart**  
LVMH

**Stefan Laban**  
GAP

**Stephen Quinn**  
British Vogue

**Suzanne Harlow**  
Debenhams

**Tamara Benjamin**  
Value Retail

**Tania Littlehales**  
Marks & Spencer

**Vanessa Lunt**  
Mulberry

**Zowie Broach**  
Royal College of Art



## BUSINESS & CULTURAL AMBASSADORS

The British Fashion Council Ambassador Programme aims to develop a strong network of business and cultural ambassadors to support the BFC's strategic goals.

### Alexa Chung

Style Ambassador

### Alison Edmond

Los Angeles Ambassador

### Laura Bailey

Cultural Ambassador

### Poppy Delevingne

Young Ambassador

### Samantha Cameron

BFC Ambassador

### Sarah Mower MBE

BFC Ambassador for Emerging Talent

## PRESS COMMITTEE

### Sophia Neophitou

10 Magazine (Chair)

### Alexander Fury

The Independent and i

### Alexandra Fullerton

Stylist

### Alexandra Shulman OBE

British Vogue

### Anna Murphy

The Times

### Anna Orsini

British Fashion Council

### Carola Long

Financial Times

### Charlotte Moore

InStyle

### Claudia Croft

The Sunday Times

### Dolly Jones

Vogue.co.uk

### Dylan Jones OBE

British GQ

### Gabrielle Hackworthy

Porter

### Gianluca Longo

Freelance Writer

### Holly Shackleton

i-D

### Imogen Fox

The Guardian

### Jess Cartner-Morley

The Guardian

### Jo Ellison

Financial Times

### Jo Elvin

Glamour

### Justine Picardie

Harper's Bazaar

### Karen Dacre

London Evening Standard

### Kitty McGee

Stylist

### Lisa Armstrong

The Daily Telegraph

### Lorraine Candy

ELLE UK

### Lucy Yeomans

Porter

### Rebecca Lowthorpe

ELLE Collections

### Samantha Conti

WWD

### Sarah Mower MBE

BFC Ambassador for Emerging Talent

### Serena Hood

British Vogue

### Susannah Frankel

Grazia

### Susie Lau

Style Bubble

### Tamsin Blanchard

Telegraph Magazine

### Tiffanie Darke

Sunday Times Style

GARETH PUGH AW15





## BFC CALENDAR OF EVENTS & ANNOUNCEMENTS 2014–15

APRIL 2014

**NEWGEN MEN, sponsored by TOPMAN, SS15 Designers announced**

**London Collections Men Dates & SS15 Schedule announced**

MAY 2014

**Colleges Council: Graduate Preview Day 2014**

Graduate Preview Day Awards announced

**Decoded Fashion & BFC: Fashion Hackathon**

**Decoded Fashion & BFC: Digital Summit**

**BFC Commercialising Creativity Report launched**

**British Designers' Collective Launch at Bicester Village**

JUNE 2014

**Rock Vault Designers Showcase at The Couture Show, Las Vegas**

**Headonism Designers & Sponsorship with Wedgwood Announced**

**BFC/GQ Designer Menswear Fund Winner announced**

**Colleges Council: Graduate Design Programme Winner announced**

**Anna Wintour in Conversation with Suzy Menkes, hosted at BAFTA 195**

### LONDON COLLECTIONS MEN SS15

Fashion Film, sponsored by River Island, Designer Films launched

**Fashion Forum Welcome Dinner at Rosewood London**

**Fashion Forum 2014 at Syon House**

**NEWGEN, sponsored by TOPSHOP, AW15 Designers announced**

**LONDON show ROOMS Paris Men SS15**

Private View hosted by Jefferson Hack

JULY 2014

**Creative Industries Council Strategy launched**

**BFC & Google Campus Seminar Day**

**BFC Contemporary, sponsored by eBay, Initiative & Winner announced**

**Chairman's Summer Reception for Patrons**

AUGUST 2014

**Headonism & Wedgwood Project 'Tea Cosy' announced**

SEPTEMBER 2014

### LONDON FASHION WEEK SS15

The LFW, BFC eBay Contemporary Shop launched

Reception to Celebrate London Fashion Week hosted by Samantha Cameron at 10 Downing Street

Fashion Film, sponsored by River Island, Designer Films launched

London Fashion Week Exclusive to BBC iPlayer Programmes launched

LFW Digital Talks

### VODAFONE LONDON FASHION WEEKEND

**LONDON show ROOMS Paris**

Private View hosted by Sarah Mower MBE & Nicola Formichetti

OCTOBER 2014

**British Fashion Awards voting opened to over 400 industry members**

**Swarovski announced as British Fashion Awards Principal Sponsor**

**British Fashion Awards 2014 Nominees announced**

**British Style Award 2014 Shortlist announced & voting opened**

**Colleges Council: Harrods Heads of Courses Seminar**

NOVEMBER 2014

**BFC Fashion Trust Grants announced**

**Anna Wintour announced as the recipient of the British Fashion Award for Outstanding Achievement Award**

**NEWGEN MEN, sponsored by TOPMAN, AW15 Designers announced**

**Edward Enninful announced as the recipient of the Isabella Blow Award for Fashion Creator**

**Chris Moore announced as the recipient of the Special Recognition Award**

**Colleges Council: Creative Pattern Cutting Seminar**

DECEMBER 2014

### BRITISH FASHION AWARDS

**NEWGEN, sponsored by TOPSHOP, AW15 Designers announced**

**Chris Moore Retrospective Exhibition**

JANUARY 2015

### LONDON COLLECTIONS MEN AW15

Fashion Film, sponsored by River Island, Designer Films launched

**Jefferson Hack presents the LONDON show ROOMS AW15 menswear opening party**

**LONDON show ROOMS Men**

Private View hosted by Jefferson Hack

**The BFC/Vogue Designer Fashion Fund Video Series launched**

FEBRUARY 2015

**BFC/Vogue Designer Fashion Fund Shortlist announced**

**BFC Contemporary, sponsored by eBay announced**

**International Fashion Showcase announced**

**BFC, Barclays & Mayor of London Dinner in New York**

### LONDON FASHION WEEK AW15

Creative London, hosted by BFC and BPI supported by the Fashion Arts Foundation, at Spencer House

International Fashion Showcase

Fashion Film, sponsored by River Island, Preview Breakfast

### VODAFONE LONDON FASHION WEEKEND

MARCH 2015

**Sunglass Hut announced as London Fashion Week Principal Sponsor**

**BFC/Vogue Designer Fashion Fund 2015 Winner announced**

**BFC/GQ Fashion Fund Shortlist panel meeting**

**High End & Designer Manufacturing Report launched**

**LONDON show ROOMS Paris**

Opening Cocktails hosted by Sarah Mower MBE







CHRISTOPHER RAEBURN AW15

**AS THE CAPITAL'S FASHION WEEK  
GROWS IN CREATIVE STRENGTH SO  
TOO DOES ITS GLOBAL STANDING AS A  
HOTBED FOR FASHION POWERHOUSES.**





# PILLARS



TOM FORD SS15



# BUSINESS



J.W. ANDERSON AW15



**THE BRITISH FASHION COUNCIL HAS FOCUSED UPON KEY AREAS WHICH HELP CREATE A ROBUST FRAMEWORK THAT SUPPORTS THE FASHION COMMUNITY. THROUGH MENTORING WE ARE COMMITTED TO ASSISTING DESIGNERS TO COMMERCIALISE THEIR CREATIVITY.**

## TRAINING & MENTORING

In order to build a solid foundation for our young designers and entrepreneurs, and portray a clear business development path, we have restructured our training and mentoring schemes, designing a series of workshops, seminars and case studies covering all the elements of designer business from financial management to manufacturing, to leadership and investment at different stages.

We work closely with the Business Pillar Committee to secure senior industry advisors, supported by a network of professionals and service experts across key functional areas including accounting, law, merchandising, manufacturing, e-commerce and finance.

We have also partnered with the KPMG management consulting unit, whose advisory teams have been deployed to support these activities.

The diagram on the right illustrates our new approach to training and mentoring initiatives across different stages of business development.

### FASHION EXPLORER & START UP FOUNDATION

Designed for graduates, people wishing to start a business, or those in the early stages of their business, this series of workshops serve as a credible source of information to offer a better understanding of the complexity of the industry, what to expect and how to jump start and prepare for the challenges ahead.

### FASHION ENTREPRENEUR PROGRAMME

The Fashion Entrepreneur programme wraps a suite of workshops, one-to-one mentoring and training tailored around BFC Business Support initiatives, covering all the key business elements from financial management to key market sales strategy, merchandising and manufacturing.

### BRAND BUILDERS PROGRAMME

The aim is to give in-depth and targeted support to New Establishment designers to support them in developing their brand potential and commercial successes. The new Brand Builders Programme opens up the chance for five to six British fashion businesses to tap into the incredible experience of business leaders for a 24-month period on a one-on-one basis.

### BRAND BUILDERS PROGRAMME SENIOR MENTORS

**Alison Loehnis**  
NET-A-PORTER

**Frederick Lukoff**  
Stella McCartney

**James McArthur**

**James Seuss**  
Hunter

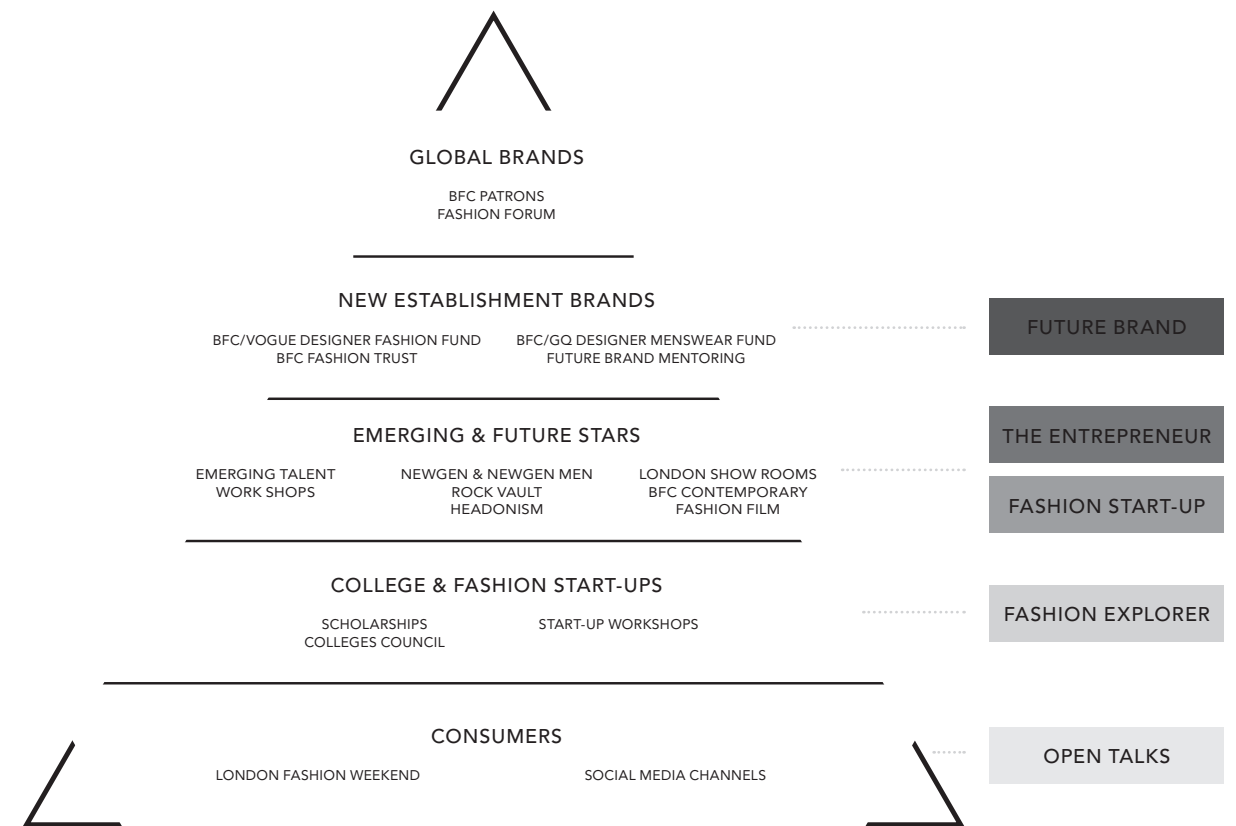
**Jonathan Akeroyd**  
Alexander McQueen

**Mark Sebba**  
THE NET-A-PORTER GROUP

**Pierre Denis**  
Jimmy Choo

**Stacey Cartwright**  
Harvey Nichols

## DESIGNERS SUPPORT AT DIFFERENT STAGES



## NEWGEN

**In 1993 the British Fashion Council created NEWGEN, now sponsored by TOPSHOP. Since 2001 it has become one of the world's most internationally recognised talent identification schemes.**

Globally recognised as a prestigious showcase of the best up-and-coming British fashion talent, recipients are selected by a panel of media and buying experts chaired by Sarah Mower MBE, the BFC's Ambassador for Emerging Talent.

NEWGEN offers catwalk designers financial support towards their show costs and the opportunity to use the BFC Catwalk Show Space, Presentation Space or exhibition offering designers the chance to meet influential press and buyers from around the world. NEWGEN has historically provided some business and mentoring support, NEWGEN designers will now access the Fashion Entrepreneur programme with support from Baker Tilly, Lloyds TSB and Shoosmiths.

Since NEWGEN's inception, its roll call of designers has included Alexander McQueen, Antonio Berardi, Boudicca, Julien Macdonald, Lara Bohinc, Matthew Williamson and more recently Christopher Kane, Erdem, Marios Schwab, Mary Katrantzou, Marques'Almeida and Simone Rocha.

## SUPPORTED DESIGNERS 2014–15

### 1205

**Ashley Williams**  
**Claire Barrow**  
**Danielle Romeril**  
**Faustine Steinmetz**  
**Lucas Nascimento**  
**Marques'Almeida**  
**Marta Jakubowski**  
**Molly Goddard**  
**Ryan Lo**  
**Sadie Williams**

## NEWGEN PANEL 2014–15

**Sarah Mower MBE**  
 BFC Ambassador for Emerging Talent (Chair)

**Alexander Fury**  
 The Independent and i

**Caroline Rush CBE**  
 British Fashion Council

**Fran Burns**  
 British Vogue

**Kate Phelan**  
 TOPSHOP

**Laura Burlington**  
 Fashion Consultant

**Laura Larbalestier**  
 Browns

**Melanie Rickey**  
 Grazia, Pop and Ponystep

**Rebecca Lowthorpe**  
 ELLE UK

**Ruth Chapman**  
 Matchesfashion.com

**Sheena Sauvaire**  
 TOPSHOP

**Stavros Karelis**  
 Machine-A



**NEWGEN MEN**

**In August 2009, the British Fashion Council launched NEWGEN MEN, sponsored by TOPMAN, offering emerging menswear designers in the UK the same opportunities as womenswear designers to showcase their collections and receive business mentoring and support.**

With this initiative the BFC is able to promote the breadth of British menswear talent internationally. Designers are selected by a menswear committee of leading editors and buyers.

SUPPORTED DESIGNERS 2013-14

- Agi & Sam**
- Alex Mullins**
- Astrid Andersen**
- CMMN SWDN**
- Craig Green**
- Diego Vanassibara**
- Kit Neale**
- Lee Roach**
- Matthew Miller**
- Nasir Mazhar**
- Vidur**

NEWGEN MEN PANEL 2014-15

- Caroline Rush CBE**  
British Fashion Council (Chair)
- Ben Banks**  
Fourmarketing
- Catherine Hayward**  
Esquire
- Charlie Porter**  
Financial Times
- Damien Paul**  
Matchesfashion.com
- Gordon Richardson**  
TOPMAN
- Jason Griffiths**  
TOPMAN
- Robert Johnston**  
British GQ
- Sam Lobban**  
Mr Porter

NEWGEN MEN DESIGNERS SS15



**THE BRITS HAVE LEARNED  
TO CHANNEL THEIR NATURAL  
ECCENTRICITY IN ORDER TO TURN  
LONDON FASHION WEEK INTO AN  
EXPONENTIAL GLOBAL BUSINESS.**





GIEVES & HAWKES SS15



## BFC/GQ DESIGNER MENSWEAR FUND

The British Fashion Council launched the BFC/GQ Designer Menswear Fund in 2013, supported by Vertu, to extend further support for developing British menswear businesses.

The BFC/GQ Fund provides one designer with a bespoke, high-level mentoring support programme over a twelve-month period, as well as a £150,000 grant to provide necessary infrastructure to take them to the next stage of their business. The BFC/GQ Fund is aimed at businesses that have been trading for a minimum of three years, with UK and international stockists.

Vertu, lead partner on the BFC/GQ Fund assists in developing the mentoring programme and gives access to its team of business leaders in technology, global distribution, legal and finance.

In June 2014, Christopher Shannon was announced as the first winner of the BFC/GQ Designer Menswear Fund.

### SHORTLISTED DESIGNERS 2014

- Christopher Raeburn**
- Christopher Shannon**
- E. Tautz**
- Lou Dalton**
- Richard Nicoll**

### THE MENSWEAR FUND PANEL 2014-15

**Dylan Jones OBE**  
British GQ (Chair)

**Alexander Fury**  
The Independent and i

**Ben Banks**  
Fourmarketing

**Caroline Rush CBE**  
British Fashion Council

**Charlie Porter**  
Financial Times

**John Schofield**  
Harvey Nichols

**Jonathan Akeroyd**  
Alexander McQueen

**Massimiliano Pogliani**  
Vertu



BFC/GQ DESIGNER MENSWEAR FUND SHORTLIST 2014



**AS A BRITISH BRAND OPERATING GLOBALLY,  
WE ARE WELL AWARE OF THE CHALLENGES  
YOUNG BUSINESSES CAN FACE AS THEY BUILD  
THEIR BRAND AND EXPAND INTO NEW MARKETS.  
THE OPPORTUNITY TO MENTOR EXCITING, NEW,  
BRITISH DESIGNERS AND BRING OUR COMMERCIAL  
EXPERTISE AND EXPERIENCE IN GROWING A BRAND  
THAT COMBINES DESIGN AND CRAFTSMANSHIP  
WITH CUTTING-EDGE TECHNOLOGY, IS SOMETHING  
ME AND MY COLLEAGUES RELISH.**



COTTWEILER AW15

## BFC FASHION TRUST

**The Fashion Trust was founded in February 2011 by the British Fashion Council and offers selected designers business support through mentoring and financial awards to promote the art and business of fashion.**

The Fashion Trust provides support in four ways:

Access to financial support for key areas of business development

Access to a tailored mentoring programme that includes a global network of advisors with access to Brand Builders networking events, seminars and workshops, focusing on areas such as investment, retail planning, business management and digital innovation

Access to legal mentoring support from Taylor Wessing

Offers graduates with a year-long paid traineeship working within a Fashion Trust supported designer business

Since its inception, the Fashion Trust has awarded grants and mentoring support to designers including Christopher Kane, Jonathan Saunders, Marios Schwab, Mary Katrantzou, Nicholas Kirkwood, Osman, Peter Pilotto, Richard Nicoll, Roksanda Ilincic and Todd Lynn. The grants have provided invaluable support to growing each business.

SUPPORTED DESIGNERS 2014–15

**Emilia Wickstead  
House of Holland  
Jonathan Saunders  
Mary Katrantzou  
Michael van der Ham  
Osman  
Richard Nicoll  
Todd Lynn  
Zoë Jordan**

The Fashion Trust is funded by private donors who receive an exclusive cultural fashion insider programme across the year. The programme is developed and delivered by Arts Co.

The membership programme includes private curator-led tours at the Victoria and Albert Museum; key industry leader talks; designer studio visits; and presentations by Chris Sanderson, Co-Founder of The Future Laboratory.

### CO-CHAIRS

Tania Fares & Kim Hersov

### FOUNDER MEMBERS

Belma Gaudio  
Deborah Brett  
Eiesha Bharti Pasricha  
Felicia Brocklebank  
Joanna Przetakiewicz  
Kate Haslett  
Leon Max  
Megha Mittal  
Natalie Livingstone  
Nicoletta Fiorucci  
Terry de Gunzburg  
Yassmin Ghandehari

Jessica de Rothschild is the Head of the Fashion Trust in the US and Yana Peel is the Head of the Fashion Trust in Asia.

### PATRONS

Al Othman & Tabiat Fashion Co  
Lady Bamford  
Sara Bahamdan  
Shon Randhawa  
Tracey Amon

### MEMBERS

Amy Christiansen Si-Ahmed  
Amy Gardner  
Annoushka Ducas  
Brooke Barzun  
Carolina Bucci  
Cavan Mahony  
Celia Dunstone  
Claire-Anne Stroll  
Diala Khat  
Eliane Fattal  
Ena Martinovic  
Ewa Kozieja  
Fanny Moizant  
Fiorina Benveniste-Schuler  
Helene Klausner-Huth  
Iliane Ogilvie Thompson  
Iman Allana  
Juliet de Baubigny  
Kathrine Fredriksen  
Marie Halley  
Meera Santoro  
Mehves Ariburnu  
Meleni Bharwani  
Michelle Wafa  
Natasha Zinko  
Noreen Goodwin  
Oliver Haarmann  
Rasha Khawaja  
Saffron Aldridge  
Sanja Vukelic  
Sara Al Rashid  
Shana Seligson  
Sian Westerman  
Simone Suss  
Sofia Barattieri  
Teresa Calice  
Thea Green  
Vanita Parti

The BFC Fashion Trust is a Trust of BFCVDF – Charity Number 1139079.



## BFC/VOGUE DESIGNER FASHION FUND

**The BFC/Vogue Designer Fashion Fund (The Fund) charity offers a significant financial award that enables a designer to considerably increase their profile as a creative British business.**

The Fund helps to develop the infrastructure of the designer's business to generate employment and with the assistance of high level mentoring, make the transition from a developing creative business to a global fashion brand.

In May 2014 Nicholas Kirkwood, the fourth winner, reflected on how he used the prize money to invest in key new members of the team including a production director, accountant, merchandising manager and commercial manager as well as upgrading the London showroom and business management software. As part of The Fund, Nicholas had access to high level mentors including Rebecca Farrar-Hockley, Creative Director at Kurt Geiger and Tony Yusuf, MD and Ian Lewis, Finance Director, both at No.14 Savile Row. The mentoring helped assess a range of topics including merchandising, product development and cash flow projections. Nicholas reported strong growth and in 2013, midway through his Fund year, he received investment from luxury group, LVMH.

For 2015, the BFC launched an online video series 'The Designer Fashion Fund' which follows the judges and the shortlisted designers through their journey of The Fund application process, from the first stage judging through to the winner announcement. The series also includes exclusive interviews with the previous winners of The Fund. The series is available to view on the BFC website – britishfashioncouncil.co.uk, YouTube channel – BritishFashionTV, and Vogue.co.uk.

In March 2015, Mary Katrantzou was announced as the 2015 winner of the BFC/Vogue Designer Fashion Fund at the reception co-hosted by Alexandra Shulman OBE and Natalie Massenet MBE.

### WINNER 2015

**Mary Katrantzou**

### 2015 SHORTLIST

**Emilia Wickstead**  
**Mary Katrantzou**  
**Michael van der Ham**  
**Mother of Pearl**  
**Osman**  
**Sophia Webster**

### THE FUND PANEL

**Alexandra Shulman OBE**  
 British Vogue (Chair)

**Caroline Rush CBE**  
 British Fashion Council

**Ian Lewis**  
 No.14 Savile Row

**Joan Burstein CBE**  
 Browns

**Mary Homer**  
 TOPSHOP

**Naomi Campbell**

**Samantha Cameron**  
 BFC Ambassador

**Sarah Manley**  
 Burberry

**Susanne Tide-Frater**  
 Brand Consultant

### SUPPORTERS OF THE FUND

**British Vogue**  
**Burberry**  
**Debenhams**  
**Harrods**  
**Paul Smith**  
**TOPSHOP**

### PREVIOUS WINNERS

**Peter Pilotto (2014)**  
**Nicholas Kirkwood (2013)**  
**Jonathan Saunders (2012)**  
**Christopher Kane (2011)**  
**Erdem (2010)**

### CHARITY TRUSTEES

**Alexandra Shulman OBE**  
 British Vogue

**Caroline Rush CBE**  
 British Fashion Council

**Chris Inman OBE**  
 British Fashion Council

**Stephen Quinn**  
 British Vogue

Registered Charity Number: 1139079



**BRITISH FASHION IS IN A BETTER STATE THAN EVER BEFORE AND WE'RE PLEASED THAT THIS AWARD HAS BEEN A PART OF ITS SUCCESS. THIS YEAR WE ARE ALL HOPING TO SEE A RECORD NUMBER OF APPLICANTS. WE WANT TO ENCOURAGE THE WIDEST RANGE OF DESIGNERS POSSIBLE TO APPLY AND GAIN THE ADVANTAGES OF BEING CHOSEN FOR OUR PRESTIGIOUS SHORTLIST.**





BFC/VOGUE DESIGNER FASHION FUND JUDGING COMMITTEE





BFC/VOGUE DESIGNER FASHION FUND INTERVIEWS 2015

BFC/VOGUE DESIGNER FASHION FUND RECEPTION 2015





## HEADONISM

**Headonism, curated by Stephen Jones OBE, supports emerging British milliners by providing a platform for sales and promotion throughout the year.**

Wedgwood became a sponsor of Headonism in September 2014 and introduced Project Tea Cosy. Each designer created a unique tea cosy for a Wedgwood teapot which was showcased during London Fashion Week in the Designer Showrooms.

All designers receive mentoring and business support from Stephen Jones OBE and knowledge sharing from Piers Atkinson and Noel Stewart.

SUPPORTED DESIGNERS 2014-15

- Awon Golding**
- Emma Yeo**
- Keely Hunter**
- Lizzie McQuade**



HEADONISM DESIGNERS SS15 & AW15



## ROCK VAULT

**Rock Vault is a jewellery initiative to support, showcase and promote Britain's most innovative fine jewellery talent, curated by Stephen Webster MBE.**

Rock Vault launched during London Fashion Week in February 2012. The initiative is designed to give designers the opportunity to further develop their businesses and increase their exposure amongst UK and international media and retailers.

Rock Vault designers and graduates participated (Fernando Jorge, Imogen Belfield, Jo Hayes Ward, Melanie Georgacopoulos, Tomasz Donocik and Yunus & Eliza) in the Couture Jewellery Show Las Vegas supported by Stephen Webster MBE.

SUPPORTED DESIGNERS 2014–15

**Alice Cicolini**  
**Beth Gilmour**  
**Hannah Martin**  
**Imogen Belfield**  
**Jacqueline Cullen**  
**Jo Hayes Ward**  
**Ornella Iannuzzi**  
**Shimell and Madden**  
**Tomasz Donocik**  
**Yunus & Eliza**

## BFC FASHION FILM

**BFC Fashion Film, sponsored by River Island, was founded in February 2012 and funds designers to create fashion films.**

The British Fashion Council and River Island host dedicated film screenings and build relationships across the fashion and film industries to mentor young talent and provide funding for designers to create short films. This supports digital growth and online activation.

SUPPORTED DESIGNERS 2014–15

**Casely-Hayford**  
**Christopher Raeburn**  
**Gareth Pugh**  
**House of Holland**  
**James Long**  
**Jean-Pierre Braganza**  
**Jonathan Saunders**  
**KTZ**  
**Nicholas Kirkwood**

## FASHION BUSINESS NETWORK

**The revamped Fashion Business Network has been designed to nurture networking and engage organisations to offer business support and mentoring year round.**

These partners are encouraged to provide bespoke services, rates and tools that aim to improve designers' productivity. They are recognised by the fashion industry as supporters of emerging talent and presented with opportunities to provide funding, training, mentoring, and showcasing.

BUSINESS SUPPORT SEMINARS AND WORKSHOPS

**A Legal Guide to Employees, Freelancers and Interns**  
 Sheridans

**A Legal Guide to Trading Online**  
 DLA Piper

**BFC & Google Campus Seminars**

**Bribery, Corruption and Competition Law**  
 DLA Piper

**Business Accounting, Finance and Tax**  
 Baker Tilly

**Digital Activity workshops**  
 Google

**Doing Business Online**  
 Taylor Wessing

**Fashion Forum Networking Session**  
 True Capital & TrueStar

**Growing Your Brand with Finance**  
 Lloyds Banking

**Headonism Mentoring**  
 Stephen Jones OBE

**Introduction to the Laws of Advertising and Marketing**  
 DLA Piper

**Pre-Couture Rock Vault Designer Seminar**  
 Stephen Webster MBE

**Pre-LFW & LCM Designer Seminars**

**Property Market for Fashion and Luxury**  
 Taylor Wessing

**Using Customer Data**  
 Taylor Wessing

**Wholesale and Online Trading Terms and Conditions**  
 Tim O'Callaghan, Druces

DESIGNER FACT FILE

Originally published in 1997 by the British Fashion Council, the Designer hub of reliable fashion information, training and business development. The tool kit provides tailored material for different stages of business with videos, online guides and rich content aimed at complementing the new Training & Mentoring Schemes as well as sharing knowledge with a broader graduate and designer community.

designerfactfile.com

COMMERCIALISING CREATIVITY REPORT

In May 2014 the BFC unveiled a report commissioned in collaboration with London Business School (LBS) and in partnership with Land Securities highlighting the importance of commercial guidance and specialist business partners for up and coming designers. The report was made available online as an industry guide for fashion designers.

MANUFACTURING REPORT

In March 2015 the BFC, UK Fashion and Textiles Association (UKFT), Creative Skillset and Marks & Spencer (M&S) launched the High-end & Designer Manufacturing Report. The research was undertaken by Oxford Economics (OE) and Glasgow Caledonian University (GCU) and was born out of the challenges faced by designers in finding the right production partners in the UK. The report was commissioned as part of the BFC's strategic goal to protect and develop the UK's reputation as the best place to start, develop and grow a designer fashion business.

LONDON FASHION SHOWCASING FUND

The London Fashion Showcasing Fund (LFSF) supports events taking place throughout the year, which showcase the talents of emerging fashion designers.

With funding from the Mayor of London, the BFC manages the Fund's application and delivery process with the support of a high-level panel of industry press and buyers. Funding recipients during 2014–15 were Fashion East, Fashion East MAN, Fashion Scout London, Fashion Sunday and Ecoluxe London.

## LONDON SHOW ROOMS

**LONDON show ROOMS (LsR) provides a unique opportunity for British designers to be collectively promoted in international markets. These pop-up showrooms are a strategic element of the British Fashion Council's designer support pathway.**

The showroom is a space for designers to sell their collections to a trade audience with the support of international marketing, media and sales advisers. LsR is supported by the European Regional Development Fund (ERDF) and UK Trade & Investment (UKTI).

Each showroom is curated to provide maximum impact in each market. During 2014–15, the following designers participated in the LONDON show ROOMS initiative.

**Agi & Sam**  
**Alan Taylor**  
**Alex Mullins**  
**Ashley Williams**  
**Bobby Abley**  
**Caitlin Price**  
**Casely-Hayford**  
**Christopher Raeburn**  
**Christopher Shannon**  
**Claire Barrow**  
**CMMN SWDN**  
**Craig Green**  
**Danielle Romeril**  
**David Koma**  
**Diego Vanassibara**  
**Diesel Tribute By Nicola Formichetti**  
**E. Tautz**  
**Ed Marler**  
**Faustine Steinmetz**  
**Helen Lawrence**  
**Holly Fulton**  
**James Long**  
**Kit Neale**

**Lee Roach**  
**Liam Hodges**  
**Lou Dalton**  
**Louise Alsop**  
**Maharishi**  
**Marques'Almeida**  
**Marta Jakubowski**  
**Mary Benson**  
**Matthew Miller**  
**Michael Van Der Ham**  
**Molly Goddard**  
**Mr Start**  
**Nasir Mazhar**  
**Nicomede Talavera**  
**Palmer//Harding**  
**Piers Atkinson**  
**Rory Parnell-Mooney**  
**Ryan Lo**  
**Sadie Williams**  
**Shaun Samson**  
**Sibling**  
**Todd Lynn**  
**Vidur**

## Paris

27 June – 1 July 2014  
 24 September – 1 October 2014  
 23 – 27 January 2015  
 4 – 11 March 2015





MARY KATRANTZOU AW15



# REPUTATION

SIMONE ROCHA SS15



**THE BRITISH FASHION COUNCIL IS CHARGED WITH PROMOTING THE UK FASHION INDUSTRY AND ITS DESIGNERS INTERNATIONALLY VIA A TARGETED MULTI-CHANNEL COMMUNICATIONS STRATEGY. EVENTS ARE AIMED AT DEVELOPING KEY AUDIENCES AND THOSE THAT TAKE PLACE IN THE UK ARE SUPPORTED WITH A TARGETED GUEST PROGRAMME AND ACCREDITATION LISTS FOR PARTICIPATING DESIGNERS AND BRANDS.**



**LONDON IS AT THE CUTTING EDGE OF FASHION, WHICH IS ONE OF OUR GREATEST INDUSTRIES. THE GENIUS OF OUR DESIGNERS GENERATES HANDSOME DIVIDENDS FOR OUR CITY.**







## LONDON FASHION WEEK

**London Fashion Week takes place twice a year in February and September showcasing over 250 designers to a global audience of influential media and retailers. It is estimated that orders of over £100m are placed during LFW each season.**

LONDON FASHION WEEK  
SEPTEMBER 2014, SS15

LFW SS15 showcased some of the world's leading fashion talent over the five days. The 58 catwalk shows and 24 presentations included designers Anya Hindmarch, Burberry, Christopher Kane, Erdem, Jonathan Saunders, Mary Katrantzou, Richard Nicoll, Roksanda and Tom Ford. Ashley Williams, Faustine Steinmetz, Marchesa, Shrimps and Trager Delaney who all joined the schedule for the first time. Over 170 designers exhibited collections in the Designer Showrooms at Somerset House including Christopher Raeburn, Steven Tai and Tamara Salaman.

In September the British Fashion Council celebrated its Digital & Innovation Pillar, supporting the British fashion industry to become the world leader in creativity, business and innovation. Between February 2013 and September 2014 the percentage of on-schedule designers with e-commerce sites rose from 33% to 43%. Digital world firsts at LFW SS15 included Twitter's innovative use of the new 'buy' button with Burberry; Hunter's collaboration with Grabby which instantly edited show highlights for Twitter and Instagram; and House of Holland's partnership with Metail which allowed consumers to try on and buy clothes in real-time. For September the BFC live streamed 90% of on-schedule shows.

The BFC organised three #LFW Digital Talks – panel talks on fashion and technology which took place in the official LFW catwalk tent, were open to the public and included speakers Henry Holland, Neil Harbisson, Remi Paringaux, Ruth Chapman, Stephen Webster MBE and Sumit Paul-Choudhury.

The BBC produced a three-part documentary series on London Fashion Week, available exclusively on iPlayer and featured guest hosts Abbey Clancy, Daisy Lowe and Susie Bubble.

Friday, 5th September saw the launch of the first ever BFC Contemporary shop on eBay.co.uk. The boutique stocked limited edition pieces from the newly launched BFC Contemporary initiative designers, sponsored by eBay: Alexis Barrell, Georgia Hardinge, Paper London, Prism and Zoë Jordan.

The September Fashion Showcase returned to Oxford Street with 75 twelve foot high fashion flags that spanned 1.5 miles of Oxford Street and featured catwalk looks from House of Holland, Mary Katrantzou, TOPSHOP Unique and Vivienne Westwood. Oxford Street shops hosted more than 25 educational 'style seminars' that were open to the public. Coinciding with LFW, 15 Regent Street retailers displayed installations by RIBA architects.

### DIGITAL FACTS & FIGURES

**330,000 mentions of 'London Fashion Week' and #LFW on Twitter**

**120,000 images added to Instagram that included #LFW**

**Over 90% of the shows were live streamed on the LFW website and BFC YouTube channel**

**Over 650,000 views of live streams in 196 countries globally**

**Exterior Media brought LFW to commuters, showcasing highlights from each day of LFW in more than 19 zone 1 stations including Piccadilly Circus, Bond Street and Covent Garden**

PRINCIPAL SPONSOR

**Vodafone**

OFFICIAL SPONSORS

**AMERICAN EXPRESS**

**beautydrink**

**Canon**

**DHL**

**eBay**

**Lavazza Coffee**

**London Evening Standard**

**Maybelline New York**

**The May Fair Hotel**

**Mercedes-Benz**

**Scavi & Ray**

**Swatch**

**TONI&GUY**

**TOPSHOP**

OFFICIAL SUPPLIERS

**Exterior Media**

**Fashion Monitor**

**Genie & the Geek**

**LG Electronics**

**Mainetti**

**Penhaligon's**

**PROPERCORN**

**Rightster**

**St Tropez**

**Triumph**

**WGSN**

OFFICIAL FUNDERS

**European Regional Development Fund**

**Mayor of London**

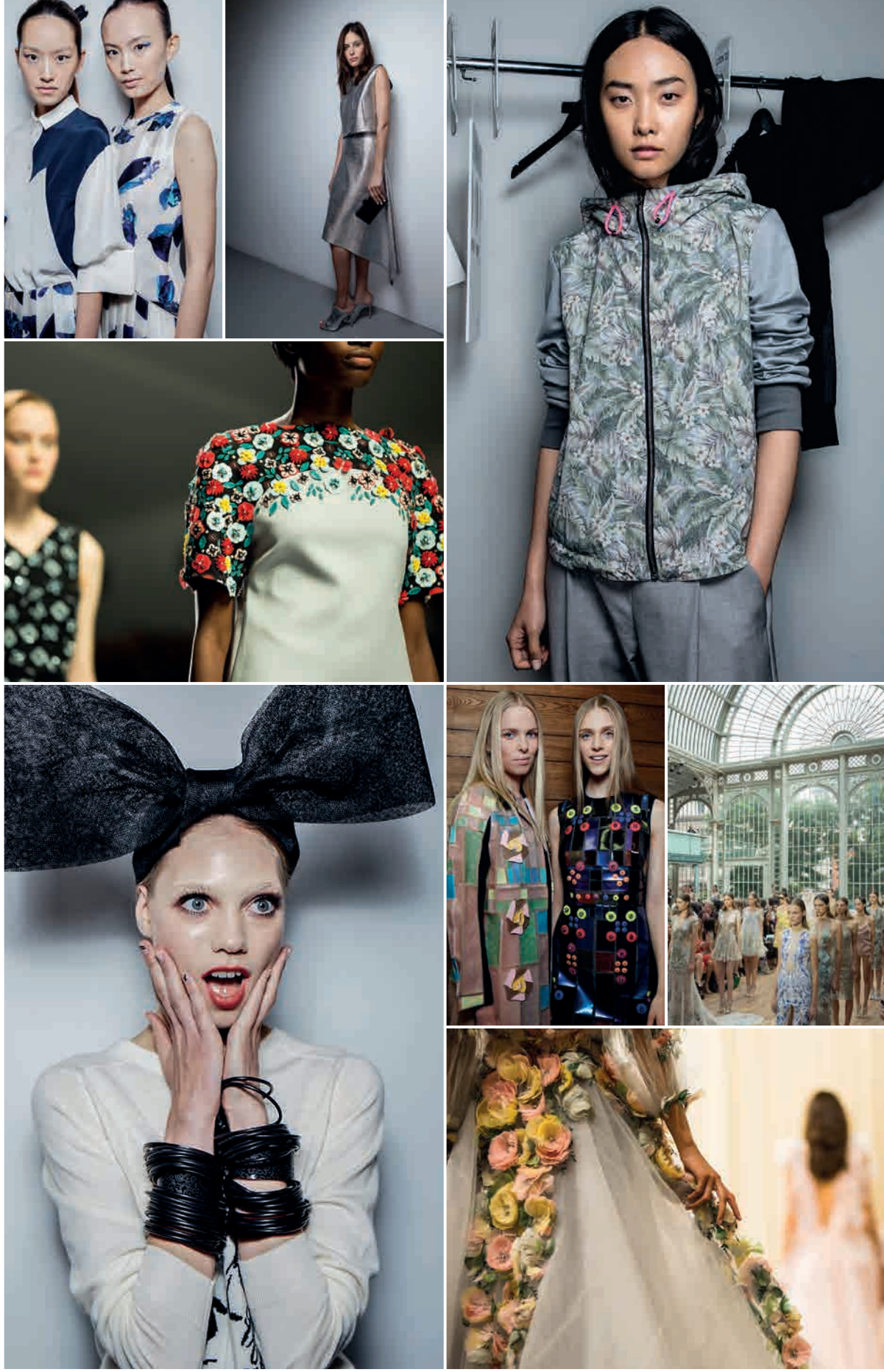
**UK Trade & Investment**





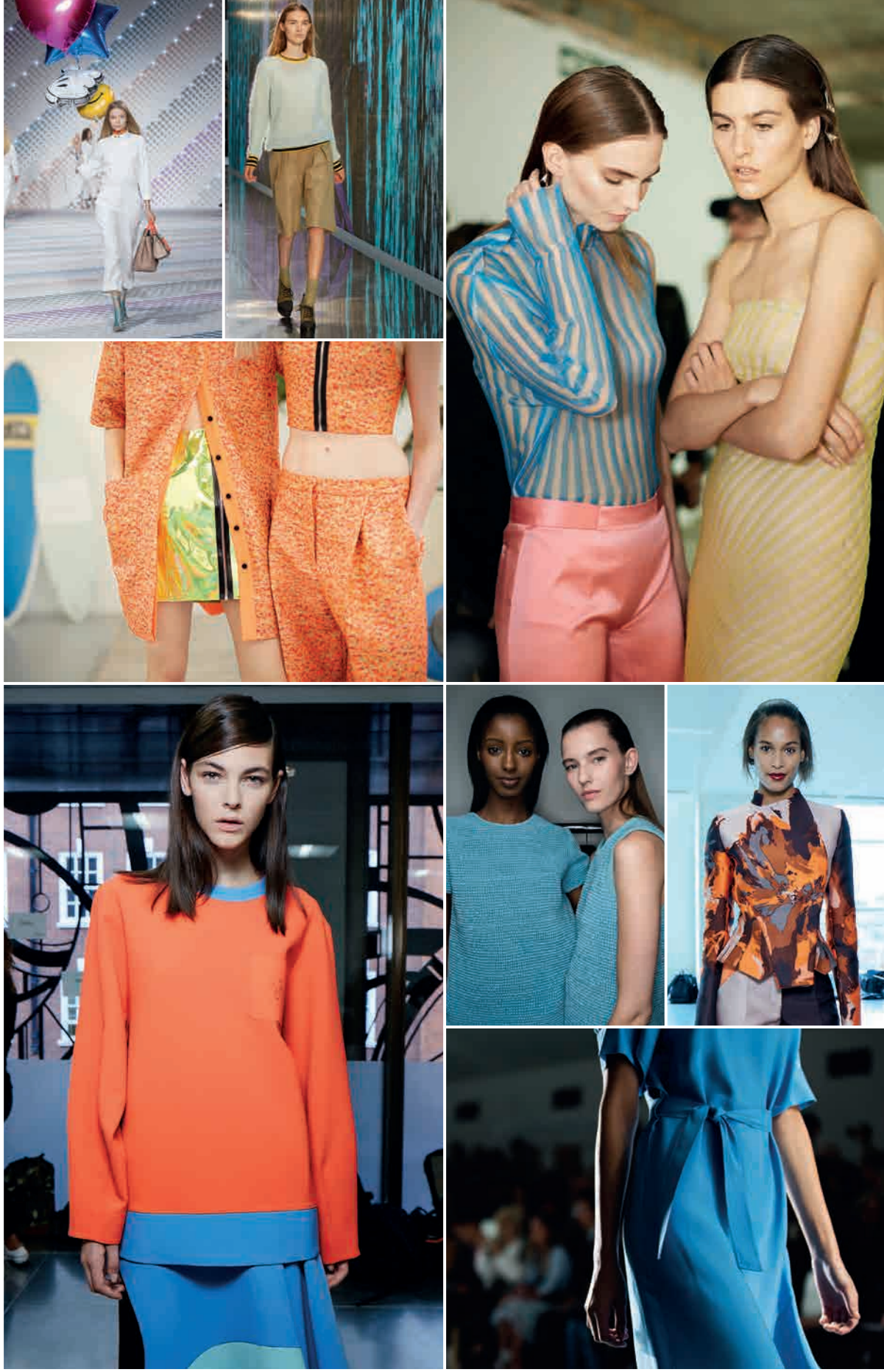
BURBERRY PRORSUM SS15





LONDON FASHION WEEK SS15

LONDON FASHION WEEK SS15







DOWNING STREET RECEPTION TO CELEBRATE LFW

DOWNING STREET RECEPTION TO CELEBRATE LFW





**BRITISH FASHION IS CONTINUING TO GO FROM STRENGTH TO STRENGTH, WITH INSPIRING COLLECTIONS AT LONDON FASHION WEEK, AND A REMARKABLE RANGE OF EVENTS AND SHOP OPENINGS. NOT ONLY IS LONDON STRENGTHENING ITS POSITION AS THE CREATIVE HEART OF THE FASHION WORLD, IT HAS ALSO PROVED THAT IT HAS A STRONG BUSINESS SENSE, AS WELL.**







LONDON FASHION WEEK  
FEBRUARY 2015, AW15

The 61st edition of London Fashion Week showcased 78 designers on a schedule that boasted some of the world's most powerful creative talent. In this season the British Fashion Council concentrated on the business pillar and set out to ensure that London is the best place to start, develop and grow a designer fashion business. Christopher Kane, Erdem, Jonathan Saunders, J.W. Anderson, Mary Katrantzou, Peter Pilotto and Emilia Wickstead showed alongside global brands including Anya Hindmarch, Burberry Prorsum and Pringle of Scotland (celebrating its 200th anniversary). Emerging talent Claire Barrow, Molly Goddard, Le Kilt and Phoebe English all showed for the first time and Gareth Pugh returned to LFW to celebrate Gareth's 10th anniversary. The Designer Showrooms presented collections from 190 designers.

The opening day of LFW highlighted the UK's inimitable reputation for fashion education as the largest reunion of Central Saint Martins graduates and friends gathered to honour the memory of the late Professor Louise Wilson OBE at St Paul's Cathedral. The first day closed with the Central Saint Martins MA show which featured the collections of the last of her graduates.

The International Fashion Showcase (IFS) was held in Brewer Street Car Park and was the largest IFS to date. The British Council and the BFC presented 130 emerging designers from 30 countries. The International Fashion Showcase Country Award was awarded to Colombia for its exhibition, Framework and the Designer Award went to Julia Manito from Colombia. The Curation Award was presented to Yoga Mukpo of Nigeria.

BFC Fashion Film was an installation in the BFC Courtyard Show Space showing three fashion films from Gareth Pugh, House of Holland and Jean-Pierre Braganza. All three films were funded by the Fashion Film initiative, sponsored by River Island and were open to the public to view. River Island and Jean-Pierre Braganza collaborated with Google to create a film using Google Cardboard.

**DIGITAL FACTS & FIGURES**

**Over 350,000 mentions of 'London Fashion Week' and #LFW on Twitter**

**121,000 images added to Instagram that included #LFW**

**Over 90% of the shows were live streamed to the LFW website, BFC YouTube channel and the LED screen on the front of the catwalk tent at Somerset House**

**Live streams were watched in 197 countries**

**Exterior Media brought LFW to commuters, showcasing highlights from each day of LFW in more than 19 Zone One stations including Piccadilly Circus, Bond Street and Covent Garden. On average, 500,000 people saw the cross-track projection every day**

PRINCIPAL SPONSOR

**Vodafone**

OFFICIAL SPONSORS

**AMERICAN EXPRESS**

**DHL**

**eBay**

**FIJI Water**

**Lavazza Coffee**

**London Evening Standard**

**Maybelline New York**

**The May Fair Hotel**

**Marks & Spencer**

**Mercedes-Benz**

**Scavi & Ray**

**Swatch**

**TONI&GUY**

**TOPSHOP**

OFFICIAL SUPPLIERS

**Exterior Media**

**Fashion & Beauty Monitor**

**LG Electronics**

**Mainetti**

**Penhaligon's**

**PROPERCORN**

**Rightster**

**Triumph**

OFFICIAL FUNDERS

**European Regional Development Fund**

**Mayor of London**

**UK Trade & Investment**





LONDON FASHION WEEK AW15

LONDON FASHION WEEK AW15

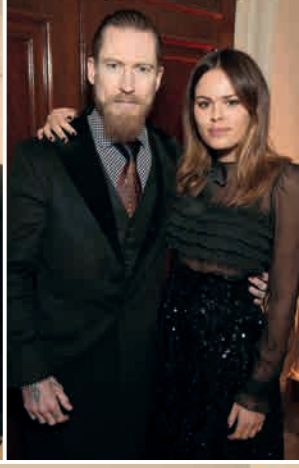






CREATIVE LONDON AT SPENCER HOUSE

CREATIVE LONDON AT SPENCER HOUSE





**THE LONDON DESIGNERS SHOWED  
THEIR BEST COLLECTIONS...  
IT IS IN LONDON THAT FASHION  
BREAKS NEW GROUND.**



## VODAFONE LONDON FASHION WEEKEND

**Vodafone London Fashion Weekend is the British Fashion Council's bi-annual consumer show, taking place directly after London Fashion Week in February and September.**

Vodafone London Fashion Weekend is billed as the ultimate Fashion Week experience with catwalk shows, talks and shopping of over 150 international and British brands. It provides designer brands with the opportunity to meet and build direct relationships with new customers.

The official Vodafone London Fashion Weekend catwalk schedule of London Fashion Week designers included Amanda Wakeley, Fyodor Golan, Halston Heritage, Jean-Pierre Braganza, Julien Macdonald, Nicholas Oakwell Couture and Sibling.

THEOUTNET.COM hosted the official trend catwalk shows, which gave the audience an overview of the key seasonal trends from the catwalks of New York, London, Milan and Paris.

Designer retail galleries of over 150 international and British womenswear and menswear brands included Amanda Wakeley, Christopher Raeburn, Holly Fulton, Lou Dalton, Osman, Paper London, Pringle of Scotland, Markus Lupfer, Little White Lies, The Cambridge Satchel Company and Winser London.

The curated Vodafone London Fashion Weekend talks schedule offers a dynamic programme of inspiring and engaging panel discussions and events with exclusive access to industry experts.

### SPEAKERS & TOPICS HAVE INCLUDED:

Becoming a Fashion Stylist by Alexandra Stedman

Behind the Scenes of Alexander McQueen: Savage Beauty with Sonnet Stanfill, Curator at Victoria & Albert Museum

Building a Fashion Brand with Alice Ashby, Founder of Blake LDN, Anna Williamson, Founder of Yolke and Alicia Waite, PR Manager of Larsson and Jennings

Discovering Personal Style with Fashion Stylist, Rebekah Roy

Eve Thomas, Fashion Director at THE OUTNET.COM

Fashion Curator & Archivist, Shonagh Marshall

Hilary Alexander OBE in Conversation with Holly Fulton

Hilary Alexander OBE in Conversation with Nicholas Oakwell

In Conversation with Camilla Morton, Fashion Writer and the Author of the International Bestseller 'How to Walk in High Heels'

In Conversation with Jean-Pierre Braganza

Styling a Fashion and Beauty Shoot with Hello Fashion Monthly with Jill Wanless, Deputy Editor and Charlotte Jolly, Beauty Director

The Cambridge Satchel Company: from Kitchen Table to Global Domination with Julie Deane, Founder & CEO of The Cambridge Satchel Company

Women Fashion Power – in conversation with Donna Loveday, curator at Design Museum

### SEPTEMBER 2014

TITLE SPONSOR

**Vodafone**

OFFICIAL SPONSORS

**beautydrink**  
**Canon**  
**Lavazza Coffee**  
**Marks & Spencer**  
**Maybelline New York**  
**The May Fair Hotel**  
**The Outnet.com**  
**Scavi & Ray**  
**Sunglass Hut**  
**Swatch**  
**TONI&GUY**

OFFICIAL SUPPLIERS

**Smartz**  
**Triumph**

### FEBRUARY 2015

TITLE SPONSOR

**Vodafone**

OFFICIAL SPONSORS

**Lavazza Coffee**  
**Marks & Spencer**  
**Maybelline New York**  
**The May Fair Hotel**  
**Scavi & Ray**  
**Sunglass Hut**  
**Swatch**  
**TONI&GUY**

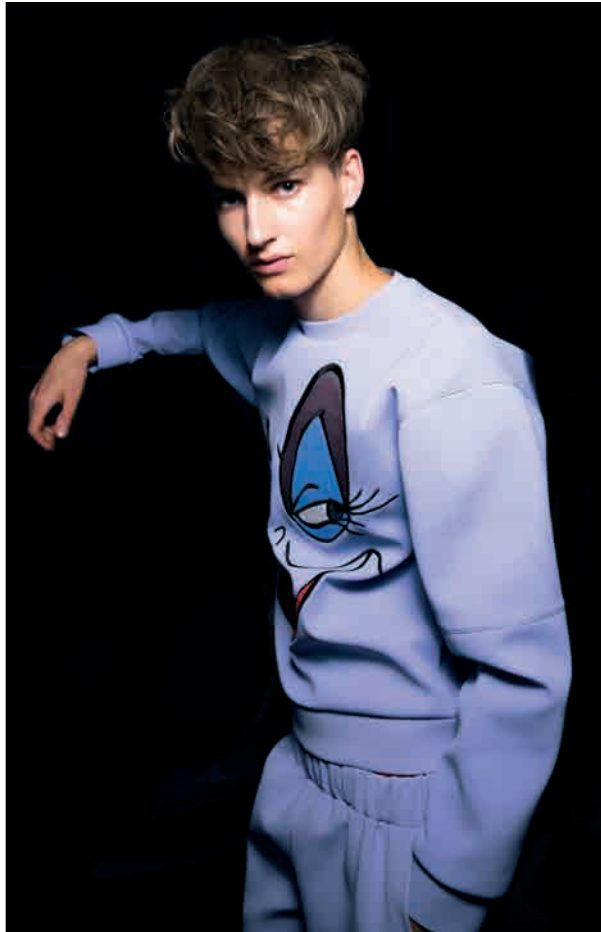
OFFICIAL SUPPLIERS

**Oral-B**  
**Triumph**



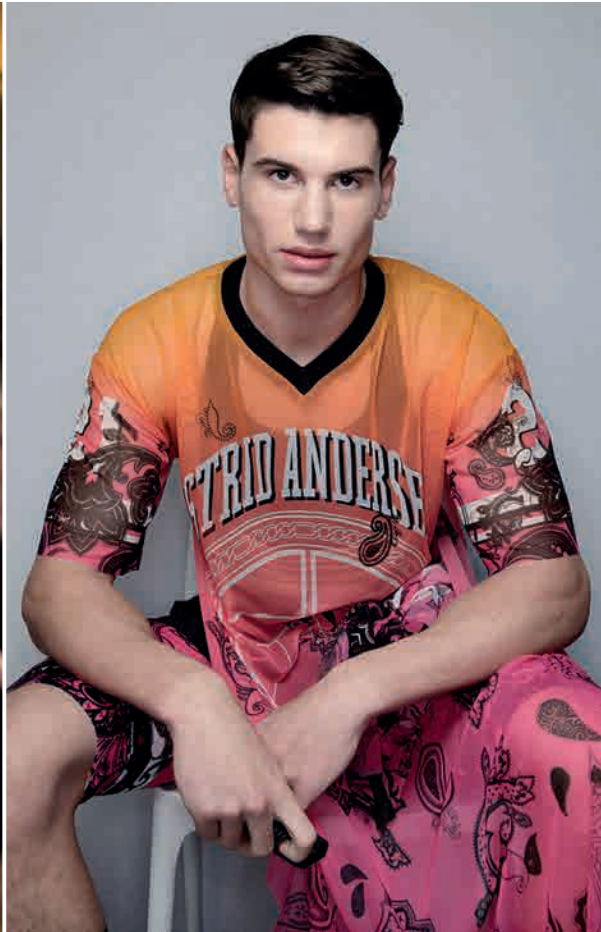






LONDON COLLECTIONS MEN SS15

LONDON COLLECTIONS MEN SS15





## LONDON COLLECTIONS MEN

**London Collections Men is a biannual showcase that takes place every January and June and celebrates the creative and commercial importance of the British menswear industry. LCM generates over £48m worth of media coverage.**

### CHAIR OF LONDON COLLECTIONS MEN

**Dylan Jones OBE**  
British GQ

### MENSWEAR AMBASSADORS

**David Gandy**  
**Dermot O'Leary**  
**Hu Bing**  
**Nick Grimshaw**  
**Tinie Tempah**

### LONDON COLLECTIONS MEN JUNE 2014, SS15

LCM showcased the best of British menswear with 68 shows and presentations and 71 designers in the Designer Showrooms. The UK menswear market grew by 18% between 2008 and 2013 to reach £12.9bn in 2013 alone. DKNY MEN joined the schedule with a presentation on Sunday evening and hosted the official opening night party with Esquire. Ede & Ravenscroft, Hentsch Man, Maharishi and Nicholas Kirkwood all showed presentations for the first time. The One for the Boys Fashion Ball was hosted by Samuel L Jackson and brought VIPs to London to raise money for charity. The inaugural BFC/GQ Designer Menswear Fund supported by Vertu was won by Christopher Shannon who showed on Saturday 15th June.

The British Fashion Council worked with the Mayor of London's office to launch a cultural committee with the goal of making LCM a city-wide cultural celebration. The committee includes representatives from the British Film Institute, ICA, London and Partners, Museum of London, Sony, The Photographer's Gallery, TOPMAN, V&A and VisitBritain and looks at new and interesting ways to engage the public, including a poster campaign to celebrate LCM on the London Underground. In June the BFC organised a talk with the V&A, a menswear screening at the ICA and a NEWGEN MEN exhibition at the Museum of London, all of which were open to the public.

Highlights at LCM SS15 included the Burberry show, Craig Green, Moschino's first LCM show and the TOPMAN and Fashion East initiative MAN with Bobby Abley, Liam Hodges and Nicomede Talavera.

The BFC Fashion Film event sponsored by River Island took place at the Institute of Contemporary Art (ICA) and included films from Baartmens & Siegel, Christopher Raeburn, MATCHESFASHION.COM and Nicholas Kirkwood. The panel discussion was chaired by film critic, broadcaster and Chairman of the London Film Critic's Circle, Jason Solomons and included speakers Christopher Raeburn, Kathryn Ferguson and Marie Schuller.

### DIGITAL FACTS & FIGURES

**60,000 Tweets that included #LCM**

**22,000 images added to Instagram that included #LCM**

**Over 170,000 views of daily highlights and designer catwalk and presentations edits**

**Daily highlights and designer catwalk/presentation edits were watched in 198 countries**

### OFFICIAL SPONSORS

**Fudge**  
**GQ**  
**The Hospital Club**  
**Lavazza Coffee**  
**L'Oreal Men Expert**  
**Mercedes-Benz**  
**Nyetimber**  
**Radisson Blu Edwardian, London**  
**Siemens**  
**Superdry**  
**Swatch**  
**TOPMAN**  
**The Woolmark Company**

### OFFICIAL SUPPLIERS

**Fashion Monitor**  
**Location House**  
**Penhaligon's**  
**Q Vodka**  
**Rightster**  
**Warsteiner**

### OFFICIAL FUNDERS

**European Regional Development Fund**  
**Mayor of London**  
**UK Trade & Investment**



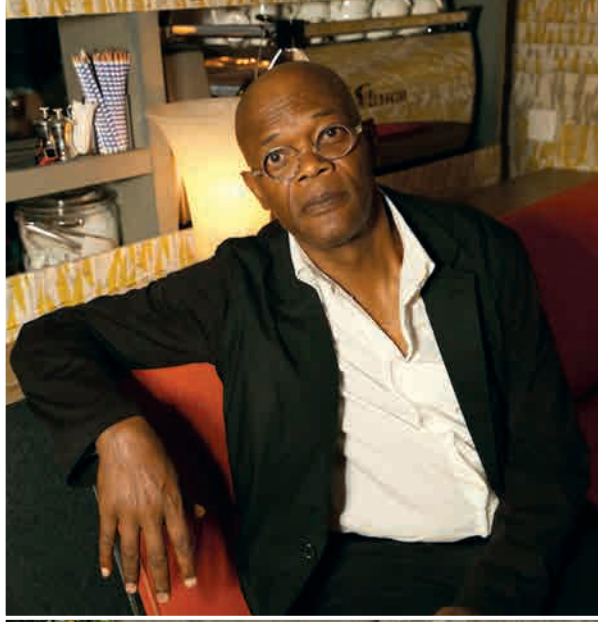


LONDON COLLECTIONS MEN SS15

LONDON COLLECTIONS MEN SS15







LONDON COLLECTIONS MEN SS15

LONDON COLLECTIONS MEN SS15





**THE SUCCESS OF LONDON  
COLLECTIONS MEN SHOWS THAT  
WHEN IT COMES TO IDEAS AND  
INNOVATION, THERE'S ONLY ONE  
CAPITAL CITY FOR MEN'S FASHION.**





## LONDON COLLECTIONS MEN JANUARY 2015, AW15

London Collections Men kicked off the global menswear fashion calendar and showcased some of the world's most innovative emerging designers, international menswear brands and traditional heritage tailoring. The LCM schedule comprised 32 catwalk shows, 37 presentations and over 70 designers in the Designer Showrooms. Returning global brands Alexander McQueen, Burberry Prorsum, Paul Smith, Tom Ford and TOPMAN were joined by new additions Alex Mattsson, Aquascutum Men's, Barbour, Coach, Kilgour, Soulland, Todd Lynn and Universal Works.

January saw a number of designers collaborating with other UK creative industries emphasising the rich cultural landscape that contributes to the installation and success of menswear in the UK. Agi & Sam worked with set designer Gary Card to build an installation based on their respective childhoods; Christopher Raeburn partnered with Lavazza to create bespoke designed cups that were served over LCM; Diego Vanassibara displayed his collection of shoes on a glowing acrylic sculpture of a tornado by William Murray; the Museum of London teamed up with Norton & Sons to create a bespoke suit for LCM ambassador, Tinie Tempah; Thomas Pink unveiled its London-inspired collection at the ICA presented against a 30ft backdrop constructed of crisp, white 315gsm Kendal Manila paper manufactured by James Copper and TOPMAN worked with artist, Natalia Stuyk, to create a graphic video GIF for its catwalk show.

Event highlights included the Esquire and Jimmy Choo party; the Fashion Film event, sponsored by River Island; the Hackett dinner at 2 Temple Place; the GQ LCM dinner and the Superdry Presentation. The International Woolmark Prize Menswear Final took place at Somerset House and the final prize went to the USA's Public School.

During LCM in January, John Galliano CBE presented his debut couture collection for Maison Margiela in London.

At an event in Shanghai in March 2015, the British Fashion Council announced its first International Menswear Ambassador, Hu Bing. Bing was introduced to the British Fashion Council by Grant Pearce, Editorial Director of GQ Asia Pacific and LCM committee member.

## DIGITAL FACTS & FIGURES

**Over 101,000 tweets that included #LCM**

**40,000 images added to Instagram that included #LCM**

**Over 200,000 views of daily highlights and designer catwalk/presentation edits**

**Daily highlights and designer catwalk/presentation edits were watched in 183 countries**

## OFFICIAL SPONSORS

**Fudge**  
**GQ**  
**The Hospital Club**  
**Lavazza Coffee**  
**Mercedes-Benz**  
**Penhaligon's**  
**Radisson Blu Edwardian, London**  
**Superdry**  
**Swatch**  
**TOPMAN**  
**The Woolmark Company**

## OFFICIAL SUPPLIERS

**Fashion Monitor**  
**Rightster**  
**Warsteiner**

## OFFICIAL FUNDERS

**European Regional Development Fund**  
**Mayor of London**  
**UK Trade & Investment**

## MENSWEAR COMMITTEE

**Adrian Clark**  
Shortlist

**Alannah Weston**  
Selfridges

**Alex Bilmes**  
Esquire

**Alexander Fury**  
The Independent and i

**Anda Rowland**  
Anderson & Sheppard

**Andrew Weitz**  
The Weitz Effect

**Antony Miles**  
10 Magazine

**Catherine Hayward**  
Esquire

**Christopher Bailey MBE**  
Burberry

**Dan Stevens**

**David Furnish**

**David Lauren**  
Ralph Lauren

**David Walker-Smith**  
Fenwick

**David Walliams**

**Douglas Booth**

**Elizabeth Saltzman**  
Vanity Fair

**Evgeny Lebedev**  
London Evening Standard

**Gillian de Bono**  
How To Spend It

**Gordon Richardson**  
TOPMAN

**Grant Pearce**  
GQ Asia Pacific

**Harold Tillman CBE**

**Helen Seamons**  
The Observer

**Imran Amed**  
Business of Fashion

**Jefferson Hack**  
Dazed Group

**Jeremy Langmead**  
MRPORTER.COM

**Jo Levin**  
British GQ

**Luke Leitch**  
Style.com

**Lulu Kennedy MBE**  
Fashion East

**Marigay McKee**

**Sir Paul Smith CBE RDI**  
Paul Smith

**Paula Reed**  
Mytheresa.com

**Peter Howarth**  
Show Media

**Richard Buckley**

**Richard James**  
Richard James

**Robert Johnston**  
British GQ

**Robert Konjic**

**Simon Burstein**  
Browns

**Simon Fuller**  
XIX Entertainment

**Stephen Ayres**  
Liberty

**Tim Blanks**  
Style.com

**Toby Wiseman**  
Men's Health

**Tom Ford**  
Tom Ford

**Tom Hiddleston**

**Tracey Emin CBE**

**Wei Koh**  
The Rake





LONDON COLLECTIONS MEN AW15

LONDON COLLECTIONS MEN AW15







LONDON COLLECTIONS MEN AW15

LONDON COLLECTIONS MEN AW15





**THE RICH HISTORY OF TAILORING  
AND MANUFACTURING OF MENSWEAR  
IN THE UK AS WELL AS THE GREAT  
CREATIVITY AND INVENTIVENESS  
FOSTERED IN THE CONTEMPORARY  
EDUCATION SYSTEM MAKE IT  
INCREDIBLY FERTILE FOR THE  
DISCOVERY OF NEW TALENT AND  
THE REDISCOVERY OF ESTABLISHED  
HERITAGE BRANDS.**





LONDON COLLECTIONS MEN AW15

LONDON COLLECTIONS MEN AW15







LONDON COLLECTIONS MEN AW15

LONDON COLLECTIONS MEN AW15





# LONDON COLLECTIONS: MEN



**THE AWARENESS AND BUSINESS OF BRITISH MEN'S FASHION HAS EVOLVED GREATLY DUE TO THE LAUNCH OF LCM AND I'M THRILLED THAT THE BFC MADE THIS HAPPEN. HAVING THE PLATFORM OF LCM GIVES THE DESIGNERS AN EXCELLENT OPPORTUNITY TO SHOWCASE THEIR TALENTS AND MEET THE INDUSTRY WHICH IN TURN, HAS DRIVEN A STRONG BRITISH BUSINESS IN MENSWEAR.**









BRITISH FASHION AWARDS 2014

BRITISH FASHION AWARDS 2014





## BRITISH FASHION AWARDS

**The annual British Fashion Awards is an opportunity for the global fashion industry to celebrate and promote extraordinary creative talent.**

The 2014 British Fashion Awards were held on Monday 1st December at the London Coliseum. The evening amassed over £280m worth of media value globally. Over 2,000 people gathered to celebrate the successes of the fashion industry over the past year with guests including Anna Kendrick, Anna Wintour OBE, Cara Delevingne, David and Victoria Beckham, Emma Watson, John Galliano CBE, Kate Moss, Kendall Jenner, Kylie Minogue, Lana Del Ray, Lewis Hamilton, Lily Allen, Michelle Dockery, Naomi Campbell, Nicole Scherzinger, Rihanna and Samantha Cameron.

Seventeen awards were presented, recognising creative talent and design. The winners were decided by 300 key members of the industry comprising journalists, buyers, influencers and opinion formers including Alexandra Shulman OBE, Lady Amanda Harlech, Anna Wintour OBE, Anya Hindmarch MBE, Delphine Arnault, Dylan Jones OBE, Glenda Bailey OBE, Justine Picardie, Kate Phelan, Lorraine Candy, Lulu Kennedy MBE, Natalie Massenet MBE, Sir Philip Green, Rachel Zoe, Susanne Tide-Frater, Suzy Menkes OBE, Tim Blanks and Wendy Dagworthy OBE.

Each year Special Recognition Awards celebrate individuals who have shaped the fashion industry. Anna Wintour OBE was presented with an Outstanding Achievement award by John Galliano CBE for her tremendous contribution to the fashion industry. Catwalk photographer Chris Moore was honoured for a remarkable career that has spanned six decades. Naomi Campbell and Rihanna presented the Isabella Blow Award for Fashion Creator to friend and long-term collaborator, Edward Enninful. The British Style Award celebrates an individual who epitomises the very best of British style and is voted for by the public. Last year's winner, Harry Styles presented the award to Emma Watson.

Professor Louise Wilson OBE was remembered with a showcase of work by the British Creative Directors she taught at Central Saint Martins.

IN PARTNERSHIP WITH

**Swarovski**

PRESENTING SPONSORS

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M•A•C  
TONI&GUY  
Vodafone**

OFFICIAL SPONSORS

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Diet Coke  
Marks & Spencer  
Mercedes-Benz  
Patrón Tequila  
Rightster**

WITH THANKS TO

**Fashion Monitor  
Harrogate Spring Water  
Hayford + Rhodes  
Penhaligon's  
Warsteiner**

EMERGING WOMENSWEAR DESIGNER

**Marques'Almeida**

Presented by  
**Rita Ora and Nick Grimshaw**

EMERGING MENSWEAR DESIGNER

**Craig Green**

Presented by  
**Rita Ora and Nick Grimshaw**

EMERGING ACCESSORY DESIGNER

**Prism**

Presented by  
**Rita Ora and Nick Grimshaw**

RED CARPET DESIGNER

**Alexander McQueen**

Presented by  
**Kate Moss**

MODEL OF THE YEAR

**Cara Delevingne**

Presented by  
**Karlie Kloss, Joan Smalls and Poppy Delevingne**

SPECIAL RECOGNITION

**Chris Moore**

Presented by  
**Suzy Menkes OBE**

ISABELLA BLOW AWARD FOR FASHION CREATOR

**Edward Enninful**

Presented by  
**Naomi Campbell and Rihanna**

INTERNATIONAL DESIGNER

**Nicolas Ghesquière**

Presented by  
**Charlotte Gainsbourg**

OUTSTANDING ACHIEVEMENT

**Anna Wintour OBE**

Presented by  
**John Galliano CBE**

CREATIVE CAMPAIGN

**Louis Vuitton**

Presented by  
**Liya Kebede**

NEW ESTABLISHMENT

**Simone Rocha**

Presented by  
**Naomie Harris**

ESTABLISHMENT

**Preen**

Presented by  
**Kylie Minogue**

BRAND

**Victoria Beckham**

Presented by  
**Anna Kendrick and Jeremy Irvine**

BRITISH STYLE

**Emma Watson**

Presented by  
**Harry Styles**

ACCESSORY

**Anya Hindmarch**

Presented by  
**Karolina Kurkova and Eva Herzigova**

MENSWEAR

**J.W. Anderson**

Presented by  
**Lewis Hamilton**

WOMENSWEAR

**Erdem**

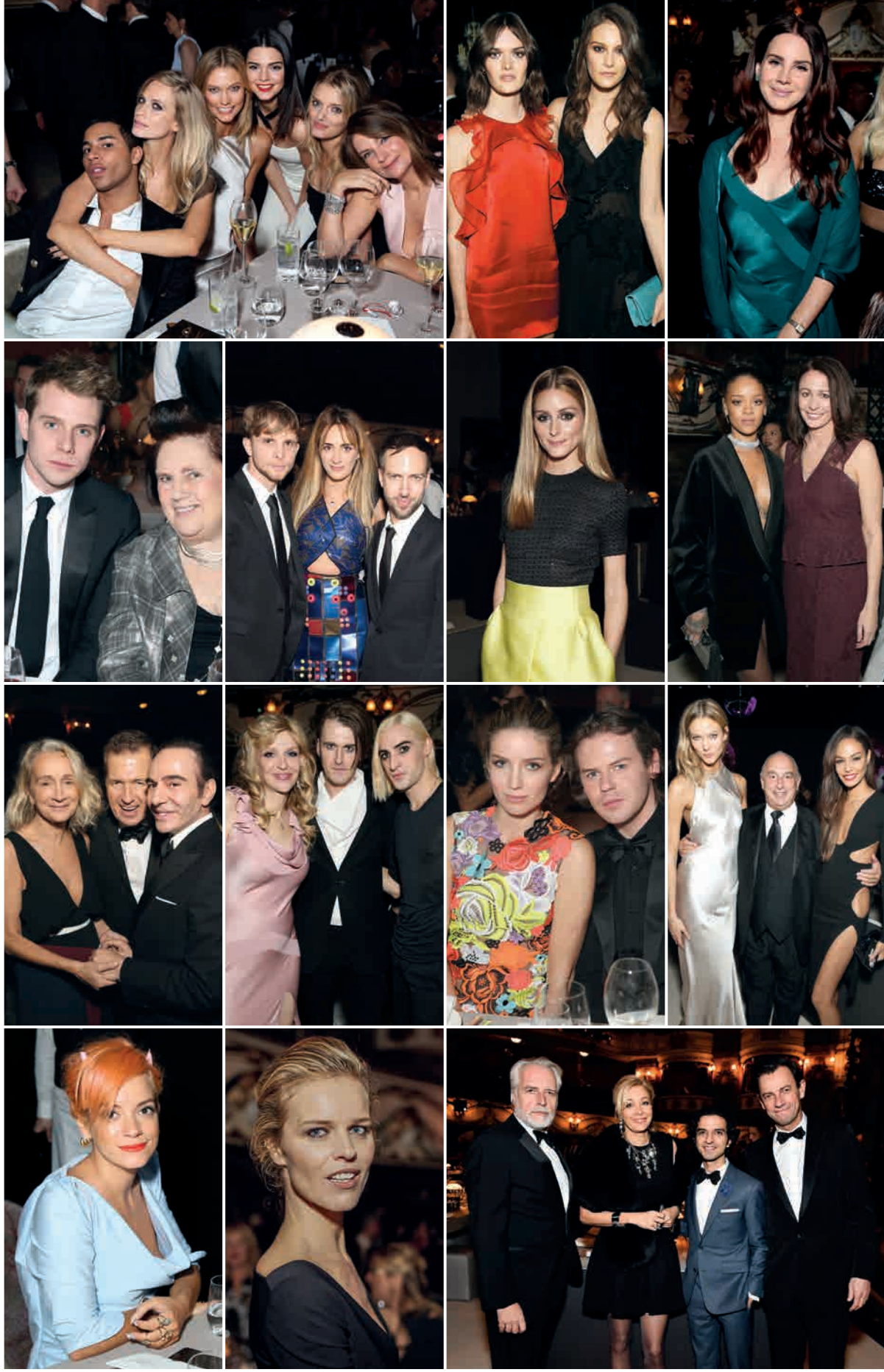
Presented by  
**Michelle Dockery**





BRITISH FASHION AWARDS 2014





BRITISH FASHION AWARDS 2014

BRITISH FASHION AWARDS 2014







BRITISH FASHION AWARDS 2014



**THERE WAS HIGH EMOTION,  
PLENTY OF HIGH-WATTAGE GLAMOUR,  
AND A LOT OF FUN AT THE BRITISH  
FASHION AWARDS.**



BRITISH FASHION AWARDS 2014

BRITISH FASHION AWARDS 2014





## POSITIVE FASHION

### Positive Fashion launched in February 2013 to set a new agenda for the British Fashion Council around sustainable and best business practices. Marks & Spencer (M&S) is the lead partner of Positive Fashion.

The Positive Change Committee, chaired by M&S was established to assist in setting and delivering on this strategy. The first two years will focus on sharing new legislation between established brands and new businesses, championing those that are delivering best practice and to share that information more broadly, research ways to overcome key sustainability challenges in the sector and finally to work together to look at consumer engagement in conscious purchasing decisions.

The first commission under the Positive Fashion initiative was to complete a report on Designer & High End Manufacturing in the UK. The report was launched in March 2015 and brings together a small working group comprising BFC, M&S, UKFT, Creative Skillset, The Alliance Project, CFE and independent specialists in the sector.

The research was undertaken by Oxford Economics (OE) and Glasgow Caledonian University (GCU) to resolve challenges faced by designers in finding the right production partners in the UK and the concerns around the long-term viability of the existing units.

The report suggests a 65% increase in demand for UK made high-end product over the next five years. This would deliver an additional turnover of over £400 million and support an additional 1,700 jobs across the UK. The report highlights the need for manufacturing benchmarking the highly fragmented state of the manufacturing sector and emphasises the need for a coordinated approach from relevant stakeholders.

The report steering group continues to meet quarterly to review the progress of the recommendations made and drive forward growth of the designer and high-end manufacturing industry in the UK. Estethica, a BFC ethical fashion initiative launched in 2006 will continue to be led independently by founders, Anna Orsini, Filippo Ricci and Orsola de Castro.

## POSITIVE CHANGE COMMITTEE

**Belinda Earl (Chair)**  
Marks & Spencer

**Adam Fenwick**  
Fenwick Limited

**Caroline Rush CBE**  
British Fashion Council

**Dana Gers**  
Jimmy Choo

**Daniella Vega**  
Selfridges

**Diana Verde Nieto**  
Positive Luxury

**Eva Von Alvensleben**  
Kering

**Juliet Warkentin**  
Amazon

**Tania Littlehales**  
Marks & Spencer

**Shadi Halliwell**  
Harvey Nichols

**Simon Colbeck**  
Marks & Spencer

**Stephen Cawley**  
John Lewis Partnership

**Vanessa Prodmore**  
Burberry

## HIGH-END AND DESIGNER MANUFACTURING (STEERING GROUP)

**Caroline Rush CBE**  
British Fashion Council

**Betty Jackson**

**Christopher Moore**  
GCU

**Daliah Simble**  
Industry Consultant

**John Miln**  
UKFT

**Krishan Hundal**  
Marks and Spencer

**Lorna Fitzsimons**  
New Economy Manchester

**Jayne West**  
Creative Skillset

**Simon Colbeck**  
Marks & Spencer

**Susie Palmer**  
Palmer Productions

**Wendy Malem**  
Centre for Fashion Enterprise

## FASHION ARTS FOUNDATION

The Fashion Arts Foundation aims to nurture collaborations and foster relationships between fashion, film, music and art talent. Through this strategy the British Fashion Council aims to highlight London's position as a leading creative capital and reaffirm the UK fashion industry's reputation for innovation. In February 2015 The Fashion Arts Foundation supported a joint celebration of fashion and music to highlight the strength of the creative industries to the international audiences of London Fashion Week and The Brits.

### CHARITY TRUSTEES

**Caroline Rush CBE**  
British Fashion Council

**Jane Boardman**  
Talk PR

**Simon Ward**  
British Fashion Council

**Valeria Napoleone**

Registered charity number: 1147729







**THE BRITISH  
FASHION COUNCIL IS  
CONSTANTLY LOOKING  
FOR WAYS TO SUPPORT,  
DEVELOP AND ADD  
VALUE TO THE BRITISH  
FASHION INDUSTRY.**

## **DIVERSITY**

**The British Fashion Council is committed to diversity, believing that the fashion industry is one of the most socially inclusive sectors in this country.**

### SUPPORTING MODELS

The BFC brings together a working party comprising the AMA, model agency representatives, Equity, and the Mayor of London's office to develop an on-going Model Programme. The panel looks at opportunities to help set industry standards. The BFC requires that designers showing at London Fashion Week and London Collections Men supply food and soft drinks backstage and that all models walking at LFW are at least 16 years of age. The BFC undertakes spot checks to ensure that these contractual obligations are adhered to.

The BFC runs The Model Zone during LFW and LCM to act as an information point for models and a dedicated private space to relax with healthy food.

## The British Fashion Council represents UK fashion and is recognised as the leading voice of the industry.

Within her capacity as Chief Executive, Caroline Rush CBE, is a member of various groups created by independent bodies and national government. These include the Creative Industries Council, CIC Access to Finance Group Working Group, Creative Industries Federation, GREAT Private Sector Council, London Cultural Strategy Group, Mayor of London Menswear Committee and Creative Industries Sector Advisory Group.

These groups support and promote the creative industries on a global scale.

### CREATIVE INDUSTRIES COUNCIL

The Creative Industries Council (CIC) was formed in 2011 as part of the government's Plan for Growth. It is a joint forum between the creative industries and the government, co-chaired by the Secretary of State for Culture, Media and Sport; the Secretary of State for Business, Innovation and Skills; and an industry Chair, Nicola Mendelsohn (VP, EMEA, Facebook). Its mission is to help drive growth in the UK's creative industries and ensure that the UK remains a global centre of excellence for these industries. It identifies and focuses on areas where there are barriers to growth facing the sector such as access to finance, skills, export markets and inward investment, data collection, intellectual property and infrastructure.

### CREATIVE INDUSTRIES SECTOR ADVISORY GROUP

The Creative Industries Sector Advisory Group is formed of senior representatives of trade bodies and organisations across the creative industries who have an interest in developing international business. Its aim is to provide UKTI with strategic direction, promote the sector internationally and engage the UK sector in an international programme of activity. The group will also lead the international work-stream of the Creative Industries Council.

The Group is co-chaired by Ed Vaizey MP, Minister for Culture, Communications and Creative Industries, and Tim Davie Chief Executive, BBC Worldwide and Director Global.

The BFC also supports the official Creative Industries website: [thecreative-industries.co.uk](http://thecreative-industries.co.uk)

### CREATIVE INDUSTRIES FEDERATION

The BFC is a founding member of the Creative Industries Federation which brings together private and public creative businesses to form a shared and independent voice on behalf of the UK's public arts, creative industries and cultural education.

### GREAT PRIVATE SECTOR COUNCIL

GREAT is the government's campaign, which aims to boost growth via increased tourism, inward investment, trade support, students' participation and influence.

### LONDON CULTURAL STRATEGY GROUP

The London Cultural Strategy Group (LCSG) is a high-level advocacy group from the cultural sector appointed by the Mayor of London as part of the GLA Act 1999. The LCSG's primary role is to develop the Mayor's Culture Strategy — maintaining and promoting London as a world-class city of culture. Members represent regional cultural agencies and key institutions across London, acting as the voice of the cultural sector, to monitor and present the ongoing challenges and needs of the sector to the Mayor.

The Group operates as a large body of up to 25 members but in order to pursue specific issues, additional expertise is provided by individuals outside the Group who are invited to participate in smaller working groups for a time-limited period. These working groups enable members to incorporate a wider range of views and to respond more flexibly to new issues.

### MAYOR OF LONDON MENSWEAR CULTURAL GROUP

Chaired by Justine Simons OBE, Head of Culture for the Mayor of London, the Menswear Strategy Group was set up in partnership with the BFC to build a cultural programme around London Collections Men and throughout the year. The group includes representatives from BFI, British GQ, Debenhams, Harvey Nichols, House of Fraser, Liberty, London & Partners, Marks & Spencer, Talk PR, TOPMAN and Visit Britain. The Mayor of London Boris Johnson launched a new campaign 'London, Home of Menswear' to coincide with London Collections Men. The campaign ran across the London Underground network in January raising awareness of how the menswear industry makes a vital contribution to London's economy.









BFC, BARCLAYS & MAYOR OF LONDON CELEBRATION





BFC, BARCLAYS & MAYOR OF LONDON CELEBRATION

CHAIRMAN'S ANNUAL SUMMER RECEPTION





# EDUCATION



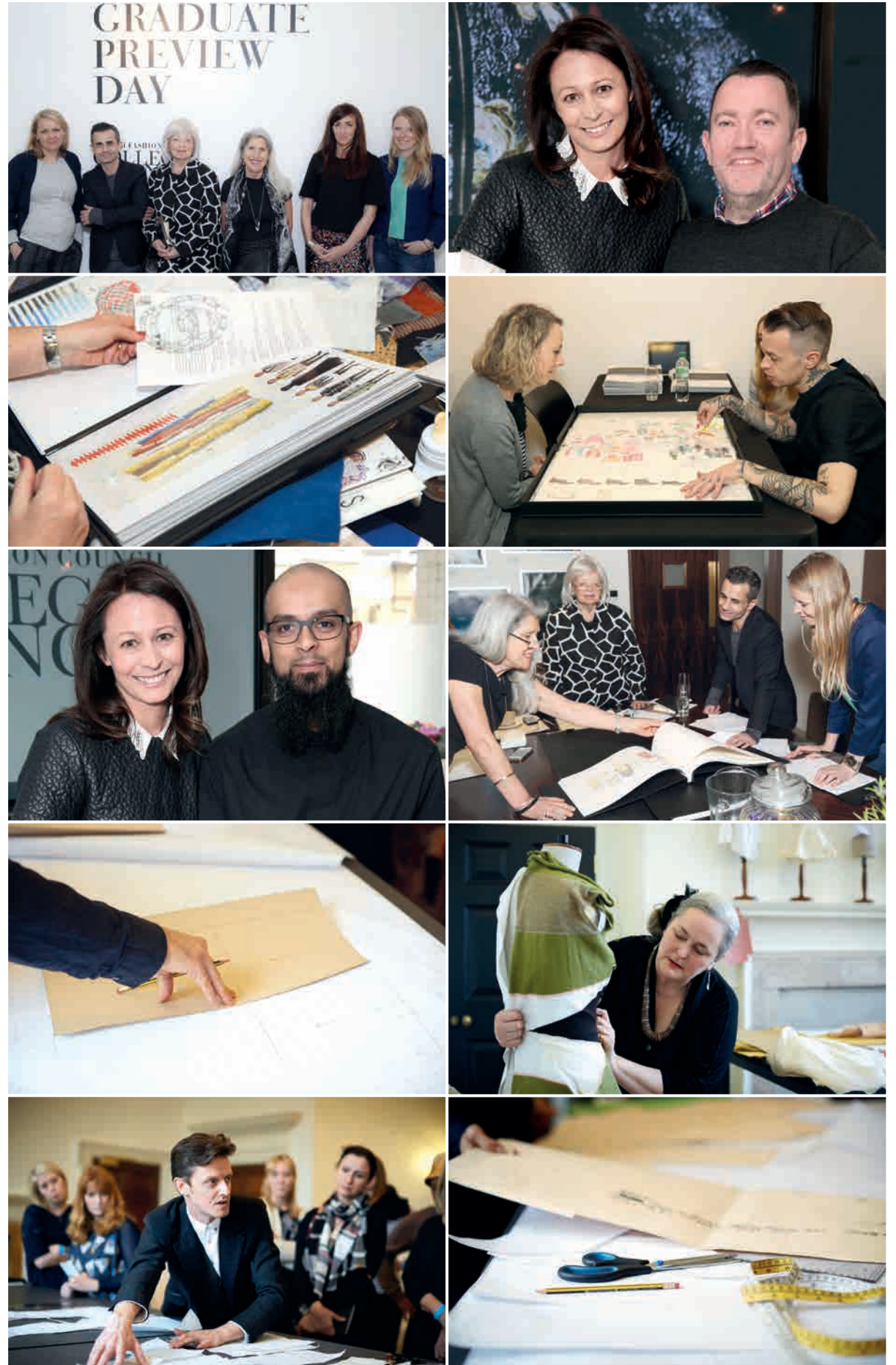


ANTONIO BERADI AW/15



**THE BRITISH FASHION COUNCIL UNDERSTANDS THAT FASHION IS ALWAYS CHANGING AND DEVELOPING. EDUCATING AND HELPING OTHERS IS A PROGRESSIVE WAY FORWARD. EDUCATION AND INDUSTRY INSIGHT IS AN INTELLIGENT AND SMART WAY TO SUPPORT THE FASHION COMMUNITY.**

BFC COLLEGES COUNCIL 2014-15





## The British Fashion Council launched its Education Pillar strategy at London Fashion Week in September 2013 to attract talented young people into the industry, both through scholarships and vocational routes.

### THE BRITISH FASHION COUNCIL EDUCATION FOUNDATION

As part of the Education Pillar activities, the BFC Princess of Wales Charitable Trust, which has been providing MA scholarships since 1998, was renamed the British Fashion Council Education Foundation, with its scope extended to include BA scholarships and support for Foundation courses.

#### CHARITY TRUSTEES

**Simon Ward**  
British Fashion Council

**Anna Harvey**  
Conde Nast International

The late Anne Tyrrell MBE was a Trustee of the BFC Education Foundation.

Registered Charity Number: 1064820

#### SUPPORTERS OF THE BFC EDUCATION FOUNDATION

**Coach**  
**Eiesha Bharti Pasricha**  
**Employer Ownership of Skills pilot (EOP)**  
**Marks & Spencer**  
**Mulberry**  
**Natalie Massenet MBE**

A pilot scheme is being run during 2014–15 with 3rd year BA students at three colleges. With further support, the Education Foundation hopes to roll out the full BA scholarship scheme for the 2015–16 academic year.

Shoe designer, Charlotte Olympia, will also be funding a BA scholarship at Cordwainers from 2015.

#### BA SCHOLARSHIP WINNERS 2014–15

**Gabriel Castro**  
BA Fashion Design: Menswear – Central Saint Martins

**Gabriele Skucas**  
BA Fashion Design: Knitwear – Central Saint Martins

**Gabriella Sardena**  
Fashion Design – Manchester School of Art

**Lee Bodkin**  
BA Fashion Design: Womenswear – Central Saint Martins

**Sara Brown**  
BA Fashion Design – Westminster

#### BA SCHOLARSHIP PANEL 2014–15

**Anne Tyrrell MBE**  
Anne Tyrrell Designs (Chair to January 2015)

**Benjamin Kirchoff & Edward Meadham**  
Meadham Kirchoff

**Janet Lance-Hughes**  
Peter Jensen

**Sarah Mower MBE**  
BFC Ambassador for Emerging Talent

**Simon Ward**  
British Fashion Council

#### MA SCHOLARSHIP WINNERS 2014–15

**Emmeline Kellett**  
MA Knitted Textiles  
Royal College of Art

**Grace Weller**  
MA Fashion Womenswear  
Central Saint Martins

**Taja Bobek**  
MA Fashion Womenswear: Accessories  
at Royal College of Art

#### MA SCHOLARSHIP PANEL 2014–15

**Anna Harvey**  
Conde Nast International

**Anne Tyrrell MBE**  
Anne Tyrrell Designs

**Erdem Moralioglu**  
Erdem

**Sarah Mower MBE**  
BFC Ambassador for Emerging Talent

**Simon Ward**  
British Fashion Council

#### SCHOOL LEAVER APPRENTICESHIP

The British Fashion Council is developing a first fashion studio apprenticeship, targeted at 18-year-old school leavers. Working closely with Creative Skillset, through the National Apprenticeship Service's Trailblazer 3 programme, the development of the new apprenticeship is being led by Zoe Olive.

#### POST-GRADUATE TRAINEESHIP

The post-Graduate Traineeship programme was piloted in 2014–2015 with designers Erdem and Roksanda, who each employed a graduate from the Royal College of Art for a year-long internship – funded by the Fashion Trust, Creative Skillset's Skillfast Legacy Fund and CAPITB Trust. A charter of training was developed with each designer business by Jane Palmer Williams (Head of Training Louis Vuitton UK) to ensure the graduate is makes the most of the experience.

#### INTERNSHIPS

The BFC continues to work closely with HMRC and the industry to implement and provide clarity on laws regarding internships. The BFC was invited to be part of the "Fair Internships and Better Social Mobility" roundtable hosted by Rt Hon Liam Byrne and Gordon Birtwistle at the House of Commons, with a range of industries sharing experiences and best practice to improve internships. The BFC sees initiatives, such as the school leaver apprenticeship and higher level traineeships for graduates, as a means of offering new career pathways into the industry.

#### CAREERS VIDEOS – STUART VEVERS, COACH

A pilot filmed talk to be shared with students about key individuals career development from graduate to Creative Director at Coach.

#### BFC COLLEGES COUNCIL 2014–15

The Colleges Council was founded by the BFC in 1993 to create an interface between education and industry. It currently provides opportunities for students including events, bursaries and competitions.

#### STEERING COMMITTEE

**Anne Tyrrell MBE (Chair to January 2015)**  
Anne Tyrrell Design

**Andrew Groves**  
University of Westminster

**Douglas MacLennan**  
University of Northumbria

**Elinor Renfrew**  
Kingston University

**Jo Jenkinson**  
Manchester Metropolitan University

**Louise Pickles**  
Bath Spa University

#### MEMBER COLLEGES

**Arts University Bournemouth**  
**Bath Spa University**  
**Birmingham City University**  
**Bucks New University**  
**Central Saint Martins**  
**De Montfort University**  
**Edinburgh College of Art**  
**Glasgow School of Art**  
**Kingston University**  
**London College of Fashion**  
**Manchester Metropolitan University**  
**Manchester School of Art**  
**Middlesex University**  
**Northbrook College Sussex**  
**Northumbria University**  
**Norwich University of the Arts**  
**Nottingham Trent University**  
**Ravensbourne**  
**Royal College of Art**  
**Sheffield Hallam University**  
**University for the Creative Arts Epsom**  
**University for the Creative Arts Rochester**  
**University of Brighton**  
**University of East London**  
**University of Huddersfield**  
**University of Leeds**  
**University of Salford**  
**University of South Wales**  
**University of Westminster**  
**Winchester School Of Art**

## ANNUAL PROGRAMME 2014–15

### GRADUATE PREVIEW DAY, MAY 2014

The BFC Colleges Council Graduate Preview Day is organised by the British Fashion Council to foster relationships between graduates and industry. The annual event brings together industry insiders from media, recruitment, retail, buying, design, manufacturing, sales, marketing and PR to preview the work of graduating students who will be entering the job market later in the year.

The 2014 Graduate Preview Day was held on the 9th May at The Hospital Club.

The 28 exhibiting colleges submitted portfolios, which were judged by a panel of industry experts, headed by Anne Tyrrell MBE, Chair of the Colleges Council.

The panel included:

**Anne Tyrrell MBE**

Anne Tyrrell Designs (Chair until January 2015)

**Caroline Burstein**

Browns

**Lauretta Roberts**

Brand Extensions

**Massimo Nicosia**

Pringle Scotland

**Sarah Penny**

Fashion Monitor

### GRADUATE PREVIEW DAY AWARDS

The 'Fashion Monitor Colleges Portfolio Award' in association with the BFC was awarded to University of Westminster

The 'BFC Fashion Illustration Award' in association with Fashion Monitor was awarded to University of Westminster

The 'WGSN Digital Presentation Award' in association with the BFC was awarded to University of Salford

### HEADS OF COURSE SEMINAR, OCTOBER 2014

The Colleges Council Heads of Course Seminar give attendees an insight into the personal and business challenges the speakers have faced and informs Heads of Course about the latest developments in the industry. The 2014 Harrods Heads of Course Seminar was held on 21st November at the Harrods Auditorium.

Speakers included:

**Alice Temperley**

Temperley London

**Anna Orsini**

British Fashion Council

**Helen David & Jason Broderick**

Harrods

**Ian Griffiths**

Max Mara

**Jason Basmajian**

Gieves & Hawkes

**Michelle De Conto**

British Fashion Council

**Neil Dulake**

Google

**Sarah Mower MBE**

BFC Ambassador for Emerging Talent

### CREATIVE PATTERN CUTTING SEMINAR NOVEMBER 2014

The British Fashion Council invited six inspirational speakers to demonstrate a variety of ways in which the revered skill of pattern cutting can be approached across a range of garment types. The seminar was designed to show a method that every attendee would find useful as part of their design process. The 2014 Creative Pattern Cutting Seminar was held on the 21st November at Somerset House.

Speakers included:

**Coryn Andrews**

'Modelling with jersey to flat pattern'

**Daniel Blake**

'Architectural Tailoring'

**Julian Roberts**

'Reverse Subtraction Cutting – Six Dresses Deconstructed'

**Juliana Sissons**

'Geometric Cutting into 3D Shape'

**Louise Annis**

'Louise Annis – MA Collection'

**Ren Pearce:**

'Spiral Cutting Techniques'

**Shingo Sato:**

'Transformational Reconstruction'

The seminar highlighted the importance of the technical skills involved in creative pattern at graduate level and demonstrated ways of developing new and innovative ideas for design and cut to improve design development. It also outlined the opportunities and creative career paths in pattern cutting.

### COMPETITIONS

The Colleges Council develops competitions with brands to provide paid internships and work experience for students.

#### TOPSHOP/TOPMAN, APRIL 2014

The Graduate Design Programme offered two winning students a prestigious 12-month paid internship at TOPSHOP and TOPMAN respectively. This was the second year TOPSHOP and TOPMAN have partnered with the BFC Colleges Council on the initiative.

A selection committee comprised of TOPSHOP, TOPMAN and BFC representatives, and the winners were Emilie Saunderson from the University of Westminster, winner of the TOPSHOP prize and Marianne Callaghan from Manchester School of Art, winner of the TOPMAN prize.

#### WAREHOUSE, MAY 2014

For the sixth year running, BFC Colleges Council and Warehouse teamed up to search for the next fashion design talent. The BFC Colleges Council member colleges selected graduating fashion design students whose final collections showed exceptional design ability, innovation and relevance to the current and future of Warehouse.

Christiana Hadjipapa, a graduate of the De Montfort University, won the competition and joined Warehouse for a six month placement. Christiana was able to follow the full journey of her collection from the initial design process, through production, to campaign creation and the PR and marketing launch. The result was a debut collection and unique campaign.



# **INNOVATION & DIGITAL**

SIBLING SS15





**THE BRITISH FASHION COUNCIL HAS BUILT A REPUTATION AS THE LEADER IN INNOVATION & DIGITAL AND UNDERSTANDS THE IMPORTANCE OF ENGAGING THE GLOBAL MARKET. THROUGH THE POWER OF SOCIAL MEDIA AND ONLINE, THE BRITISH FASHION COUNCIL COMMUNICATES WITH A GLOBAL AUDIENCE FOR ALL ITS EVENTS AND CONTINUES TO DEVELOP ITS STRATEGY TO ENGAGE THE CONSUMER.**

**The British Fashion Council's Digital & Innovation Pillar strategy was launched at London Fashion Week September 2014 by Pillar President, Peter Fitzgerald. The purpose of the pillar is to support the British fashion industry to become the world leader in creativity, business and innovation.**

In February 2013, 33% of on-schedule LFW designers had e-commerce sites – by September 2014 this had risen to 43%.

#### BRITISH FASHION COUNCIL ONLINE FOOTPRINT

[britishfashioncouncil.com](http://britishfashioncouncil.com)  
[facebook.com/britishfashioncouncil.com](https://facebook.com/britishfashioncouncil.com)  
[twitter.com/bfc](https://twitter.com/bfc)  
[pinterest.com/britishfashion](https://pinterest.com/britishfashion)  
[instagram.com/britishfashioncouncil](https://instagram.com/britishfashioncouncil)  
[youtube.com/britishfashiontv](https://youtube.com/britishfashiontv)  
[londonfashionweek.com](http://londonfashionweek.com)  
[facebook.com/londonfashionweek](https://facebook.com/londonfashionweek)  
[twitter.com/londonfashionwk](https://twitter.com/londonfashionwk)  
[londoncollections.co.uk](http://londoncollections.co.uk)  
[britishfashionawards.com](http://britishfashionawards.com)  
[londonshowrooms.co.uk](http://londonshowrooms.co.uk)  
[bfcfashionforum.com](http://bfcfashionforum.com)  
[designerfactfile.com](http://designerfactfile.com)  
[britaincreates.com](http://britaincreates.com)

The BFC continues to grow its social media platforms to further engage audiences in new and innovative ways. It works with partners such as Google, Facebook, Twitter and Rightster to distribute content to an international audience.

The work and focus of the Innovation & Digital Committee has been around mentoring in the digital space for designer businesses, assisting them in meeting leading social network platforms to understand best practice as well as developing ecommerce skills to assist their businesses in growing an active consumer audience. Since this pillar was launched during London Fashion Week September 2014 businesses have taken part in seminars and networking events hosted by the Innovation & Digital committee.

#### INNOVATION & DIGITAL COMMITTEE

**Peter Fitzgerald**  
Google UK (Pillar President)

**Graham Cooke**  
Qubit

**Imran Amed**  
Business of Fashion

**Justin Cooke**  
innovate7

**Rachel Bremer**  
Twitter

**Simon Gresham Jones**  
Burberry

#### BFC & GOOGLE SEMINAR









**ONE OF THE KEY PROPONENTS OF  
TECHNOLOGY IN FASHION HAS BEEN  
THE BRITISH FASHION COUNCIL.**



# INVESTMENT

EDE & RAVENSCROFT AW15





**In February 2014, Jonathan Goodwin, Lepe Partners and President of the Investment Pillar set out the goal to generate investment for British fashion businesses and education/prepare businesses for investment.**

As part of the launch, a short guide to investment for designers was launched online: [designerfactfile.com/investment](http://designerfactfile.com/investment). The BFC continued to build the guide to offer further insight and information for all designers to access.

The Fashion Forum was launched as a key investment pillar activity.

Several designers have secured investment this year, amongst them are Jonathan Saunders and Peter Pilotto, both previous winners of the BFC/Vogue Designer Fashion Fund.

Jonathan Goodwin and the investment committee aim to contribute to developing a fashion eco-system to support growth and entrepreneurship in the long-term.

#### INVESTMENT COMMITTEE

**Jonathan Goodwin**  
Lepe Partners (Pillar President)

**Bill Muirhead**  
M&C Saatchi

**Charles Armstrong**  
The Trampery

**Clare Churchill**  
Claret Showroom

**Danny Rimer**  
Index Ventures

**Don McCarthy**

**Hugh Devlin**  
Withers

**Lord Marland**

**Mark Esiri**  
Venrex

**Oliver Haarmann**  
Searchlight Capital

**Sarah McVittie**  
Dressipi

**Sian Westerman**  
Rothschild

**Simon Fuller**  
XIX Entertainment

**Sir Stuart Rose**

**Stephen Peel**  
TPG

**Veronica Chou**  
Iconix Brands China

**Waheed Alli**  
Silvergate Media

**Yana Peel**  
Intelligence Squared

#### FASHION FORUM 2014



## FASHION FORUM

The Fashion Forum is an invitation only event, organised in partnership with the Founders Forum, which brings together a carefully curated group of leaders in the global fashion industry including entrepreneurs, retailers, investors, lawyers, international brands, technology businesses and the biggest stars of British fashion.

The Forum is an all day event that includes seminars, fire-side chats, brainstorming and networking sessions for an intimate group. The Forum is a think tank to openly debate and discuss the important issues of the sector; engage the investment, finance and broader fashion communities; to showcase businesses with high potential for growth and to generate investment opportunities.

Founded by Natalie Massenet MBE, Caroline Rush CBE and Jonathan Goodwin, the Fashion Forum is the first of its kind in the UK, bringing together all aspects of the fashion, tech and investment industries – creating a private and powerful network of global influences.

In June 2014, the inaugural Fashion Forum was hosted at Syon House, the London home of the Duke of Northumberland. The event began with a special welcome dinner at the Rosewood London on the evening of Monday 23rd June, hosted by Jonathan Goodwin and Natalie Massenet MBE.

The Forum welcomed over 180 guests from across the world including British and international designers and brands, investors, financiers, tech businesses, creative agencies, PRs, retailers, online businesses and luxury groups. The BFC launched a website [bfcfashionforum.com](http://bfcfashionforum.com) which allowed guests to browse other attendees' profiles and the schedule of talks.

Natalie Massenet MBE started with a welcome speech and finished the day with a presentation of the key findings of the talks. The Hon Ed Vaizey, Minister for Culture, Media and Sport, gave a post lunch address.

The Forum schedule included strategy brainstorms, growth talks, market insight and digital and innovation technology demonstrations.

### TALK MODERATORS

**Brent Hoberman**  
Founders Forum

**Caroline Rush CBE**  
British Fashion Council

**Imran Amed**  
Business of Fashion

**Sian Westerman**  
Rothschild

**Yana Peel**  
Intelligence Squared

### TOPICS & SPEAKERS

Conceptual Brand to Major Luxury Player  
**Jonathan Akeroyd (Alexander McQueen)**

Think Big in Contemporary Luxury  
**Andrew Rosen (Theory, Helmut Lang)**

Sustainability – Necessity not Luxury  
**Marie-Claire Daveu (Kering)**

Extreme Interfaces: How Technology is Shaping our Industry  
**Bradley Quinn (Stylus)**

Digital – Disrupting the Fashion Industry  
**Andrew Keith (Lane Crawford)**  
**Eileen Naughton (Google)**  
**Lawrence Lenihan (FirstMark Capital)**  
**Marc Worth (Stylus)**  
**Pierre Denis (Jimmy Choo)**

Reboot – Investing In and Refocusing Fashion Brands  
**Jason Basmajian (Gieves & Hawkes)**  
**Pierre Denis (Jimmy Choo)**

Yin & Yang – Creativity and Business  
**Anya Hindmarch MBE**  
**James McArthur (Anya Hindmarch)**  
**Mark Sebba (NET-A-PORTER)**  
**Natalie Massenet MBE (NET-A-PORTER)**

Diligence Futures  
**Chris Sanderson (The Future Laboratories)**  
**Hannah Stodell (The Future Laboratory)**  
**Hugh Devlin (Withers Worldwide)**  
**Libby Gibson (Piper Private Equity)**  
**Muriel Zingraff**

### STRATEGY BRAINSTORM TOPICS

**US Growth Strategy**  
**Asia: How to Scale and Fast**  
**Investment: The Perfect Model for the Future**  
**The Future of Retail**

### SPONSORS

**European Regional Development Fund**  
**McArthurGlen**

### PATRONS

**Amazon Fashion**  
**Anya Hindmarch**  
**Eiesha Bharti Pasricha**  
**Farfetch**  
**Hilldun**  
**ISSA**  
**Kering**  
**Land Securities**  
**Marks & Spencer**  
**Rosewood London**  
**Stylus**  
**Taylor Wessing**





FASHION FORUM 2014

FASHION FORUM 2014







BFC/VOGUE DESIGNER FUND PREVIOUS WINNERS THE DAILY TELEGRAPH



# THE BFC TEAM



PETER PILOTTO AW15



## THE BFC TEAM JULY 2015

### EXECUTIVE BOARD

**Natalie Massenet MBE**  
Chairman

**Caroline Rush CBE**  
Chief Executive

**Simon Ward**  
Chief Operating Officer

**Anya Hindmarch MBE**  
Non-Executive Director

**Christopher Inman OBE**  
Hon Treasurer

### OFFICE OF CEO & COO

**Alex Serruys**  
PA to CEO & COO

### PROJECTS

**Marcos Eleftheriou**  
Head of Projects

### SHOWCASING & SALES TEAM

**Laura Hinson**  
Senior Showcasing Manager

**Charlotte Whitehead**  
Senior Sales Manager

**Emma Campbell**  
Senior Show Executive

**Jessica Bazire**  
Sales & Showcasing Executive

**Natascia Chiavarini**  
Sales Assistant

### EVENTS

**Josef Jammerbund**  
Head of Events

**Alex Woodfield**  
Senior Events Manager

**Claire Burman**  
Events Executive

**Rebecca Hoffman**  
Events Executive

### COMMUNICATIONS

**Clara Mercer**  
Head of Communications

**Sophie McElligott**  
Senior PR Manager

**Ana MacCarrick**  
Marketing Manager

**Nathan Cole**  
Senior Marketing Executive

**Lucy Handley**  
Marketing Executive

**Michalis Zodiatis**  
PR Executive

**Emily Hart**  
Buyer Relations Assistant

**Anna-Louise Illing**  
Buyer Relations Assistant

**Will Iron**  
PR Assistant

### SPONSORSHIP

**Jenico Preston**  
Head of Sponsorship

**Kate Eastop**  
Senior Sponsorship Manager

**Millie Graham**  
Senior Sponsorship Coordinator

**Katie Cavanagh**  
Sponsorship Coordinator

**Jessica Spurling**  
Sponsorship Executive

**Annabelle Philips**  
Sponsorship Assistant

### GOVERNMENT RELATIONS & EDUCATION

**Judith Rosser-Davis**  
Head of Government Relations & Education

**Emma Early**  
Government Relations Manager

**Victoria Peters**  
Government Relations Coordinator

**Lucy Mountain**  
Education Coordinator

**Natasha David**  
Government Relations & Education Assistant

### FINANCE

**Laura Strain**  
Head of Finance

**Lisa Wren**  
Senior Finance Manager

**Shandrae Sampson**  
Finance Coordinator

**Lauren Sterling**  
Finance Executive

### BUSINESS SUPPORT

**Michelle De Conto**  
Business Support Advisor

**Katie Rawle**  
Senior Business Support Coordinator

### CONSULTANTS

**Anna Orsini**  
Strategic Consultant

**Barbara Grispini**  
LONDON show ROOMS Curator & Designer  
Brand Development Consultant

**Bera Kalhan**  
HR Consultant

**Daniel Marks**  
The Communications Store

**Jane Boardman**  
Talk PR

**Sue Park**  
Registration Development

**Music**  
[ideasbymusic.com](http://ideasbymusic.com)  
Design and production of the BFC Annual Review









**LONDON HAS ALWAYS BEEN A  
REAL HUB OF CREATIVITY BUT IN  
RECENT YEARS IT HAS RETURNED  
TO PROMINENCE AS A CITY THAT  
CHAMPIONS INCREDIBLE TALENT,  
BOTH EMERGING AND ESTABLISHED,  
ACROSS ALL ASPECTS OF DESIGN.  
OUR CAPITAL IS NOW A MAGNET  
FOR UPCOMING TALENT FROM  
ACROSS THE WORLD.**



