

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

**BRITISH FASHION
COUNCIL
2015 – 16
ANNUAL REVIEW**

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CHAIRMAN'S LETTER

This year is the start of an era of change, which makes our industry incredibly exciting for businesses that are brave enough to act and respond by disrupting the norm. There is a great deal to be said for having a fashion system where all businesses unite for times of showing and selling, but who they are showing to has grown through not limiting social and digital reach, requiring new thinking to move forward.

British brand Burberry was the first large organisation that boldly took the move to announce that it was responding to change and like all dynamic responsible business owners, did what instinctively felt right, announcing that it was putting the consumer at the heart of its communications strategy from show to shop.

This move has captured the zeitgeist of British entrepreneurs and demonstrates the creativity in business strategy as well beautifully designed collections. From the British Fashion Council's perspective, we encourage and embrace change that will see our businesses flourish, steal the headlines for all the right reasons and show London as the leading global fashion capital that is welcoming to all.

Our events this year have seen us gain further global reach through targeted partnerships and our first International Ambassador Hu Bing. London Fashion Week, London Fashion Weekend, London Collections Men and The Fashion Awards remain our tent pole events to share the talents of our industry with a global audience, whilst celebrating the success of international talents that inspire us all.

The work we do in supporting, nurturing, developing and collaborating with talent would not be possible without the funding received from both private and public partners. All of our partners are given individual thanks in this report, but I must single out Sunglass Hut and Swarovski as commercial partners that have enabled us to think bigger and reach larger audiences this year. The support we receive from the Mayor of London, recognising the power of London as a global fashion capital, and from the European Regional Development Fund in enabling new initiatives and UKTI for their support of our guest programme, are all crucial to our success.

I greatly appreciate and thank our Executive Board, our Advisory Board, our Ambassadors and our Pillar Presidents for their time, support and advice. I would also like to thank Tania Fares and Kim Hersov as co-chairs of the Fashion Trust charitable programme, their fundraising work this year has been exceptional.

There is no doubt that 2016/17 will be an interesting year, change is on the horizon and I encourage all British designer businesses to be brave in all elements of their businesses to reap the rewards.

Dame Natalie Massenet



Dame Natalie Massenet
Chairman

**THE UK FASHION INDUSTRY CONTRIBUTES
£28.1 BILLION TO THE UK ECONOMY**

— OXFORD ECONOMICS, 2015

**LONDON IS A TRULY GLOBAL HUB
FOR FASHION AND IT'S INFLUENCE
IS FELT ALL OVER THE WORLD.**

ABOUT THE BRITISH FASHION COUNCIL

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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.



Marques Almeida
AW16



Tiger of Sweden
SS16

OUR VISION:

**OUR AMBITION IS
TO STRATEGICALLY
REINFORCE BRITISH
FASHION'S POSITION
IN THE GLOBAL
FASHION ECONOMY.**

**MISSION STATEMENT:
THE BRITISH FASHION
COUNCIL LEADS THE
FASHION INDUSTRY
THROUGH CREATIVE
INFLUENCE.**

OUR VALUES:

I INSPIRE
N NURTURE
F FACILITATE
L LEAD
U UNITE
E ENHANCE
N NEGOTIATE
C CELEBRATE
E EVOLVE

An Executive Board was established in 2009 with the appointment of the organisation's first full-time management team. The Executive Board meets eight 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.

EXECUTIVE BOARD

Dame Natalie Massenet
Chairman

Caroline Rush CBE
Chief Executive

Simon Ward (retired March 2016)
Chief Operating Officer

Anya Hindmarch MBE
Non-Executive Director

Christopher Inman OBE (until December 2015)
Hon Treasurer

New Appointments for 2016-17
Dylan Jones OBE
Jose Neves
David Pemsel

FUNDING

The British Fashion Council (BFC) 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. 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 commercial partners 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.

PATRONS 2015–2016

Amazon Fashion
American Express
Arcadia Group
Bicester Village
Boden
Burberry
Condé Nast Publications
Debenhams
Eiesha Bharti Pasricha
Fenwick Limited
GAP
Grazia
H&M
Harrods
Harvey Nichols
Hearst Magazines UK
House of Fraser
Hunter
Intel
Jimmy Choo
John Lewis Partnership
Kering
KPMG LLP
Land Securities
LVMH Fashion Division
Marks & Spencer
Mayor of London
McArthurGlen Group
Mulberry
New Look
Next
Pringle of Scotland
River Island
Rodial
Sainsbury's
Selfridges
Shaftsbury
The Woolmark Company
Very Exclusive
Yoox Net-a-Porter Group

NEW PATRONS FROM APRIL 2016

All Saints
ASOS
Coach
Huntsman
Nicole Farhi

ADVISORY BOARD 2015 – 16

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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 Dame Natalie Massenet and two patron briefings chaired by Caroline Rush CBE.

Adam Fenwick
Fenwick Limited

Alasdhair Willis
Hunter Boot Ltd

Alexandra Shulman OBE
Vogue

Alison Loehnis
Net-A-Porter Mr Porter

Amber Pepper
Coach

Annette Cremin
Selfridges

Catarina Midby
H&M

Christine Gerrard
Next

Dana Gers
Jimmy Choo

Debbie Edwards
GAP

Don Williams
KPMG LLP

Douglas Fang
Pringle of Scotland

Ed Connolly
John Lewis Partnership

Eiesha Bharti Pasricha

Fabio Piras
Central St Martins

Frances Corner
London College of Fashion

Hilary Alexander OBE

John Mooney
ASOS

Joseph Velosa
Matthew Williamson

Josie Cartridge
River Island

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Julia Calabrese
McArthurGlen Group

Juliet Warkentin
Amazon Fashion

Justine Picardie
Harper's Bazaar

Justine Simons OBE
Mayor of London's Office

Laura Faulkner
Department of International Trade

Lionel Vermeil
Kering

Lisa Armstrong
The Daily Telegraph

Lisa Gregg
American Express

Maria Hatzistefanis
Rodial

Maria Hollins
House of Fraser

Mary Homer
Topshop

Matt Hiscock
Boden

Maurice Mullen
Evening Standard

Maxine Hargreaves
Nicole Farhi

Michael Ward
Harrods

Paul Keenan
Bauer Media

Pierre Lagrange
Huntsman

Rebecca Kelley
The Woolmark Company

Roger Wightman
New Look

Sarah Curran
Very Exclusive

Sarah Manley
Burberry

Sev Sobhee & Kaela Fenn-Smith
Land Securities

Shadi Halliwell
Harvey Nichols

Sophie Brocart
LVMH Fashion Division

Stephen Quinn
Vogue

Suzanne Harlow
Debenhams

Tamara Benjamin & Sophie Hedley
Value Retail

Tania Littlehales
Marks & Spencer

Vanessa Lunt
Mulberry

William Kim
All Saints

Zowie Broach
Royal College of Art

BUSINESS & CULTURAL AMBASSADORS

24

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

Alexa Chung
Style Ambassador

Daisy Lowe
London Fashion Weekend Ambassador

Laura Bailey
Cultural Ambassador

Poppy Delevingne
Young Ambassador

Samantha Cameron
BFC Ambassador for British Fashion

Sarah Mower MBE
BFC Ambassador for Emerging Talent

PRESS COMMITTEE

Sophia Neophitou
10 Magazine (Chair)

Alexander Fury

Alexandra Fullerton
Stylist

Alexandra Shulman OBE
British Vogue

Anna Murphy
The Times

Carola Long
Financial Times

Charlotte Moore
InStyle

Claudia Croft
Sunday Times Style

Dolly Jones
Condé Nast Digital

Dylan Jones OBE
British GQ

Gabriele Hackworthy
Porter

Gianluca Longo
W Magazine

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

Lisa Armstrong
The Daily Telegraph

Lorraine Candy
ELLE UK

Lucy Yeomans
Porter

Rebecca Lowthorpe
Grazia

Samantha Conti
WWD

Sarah Mower MBE
American Vogue

Serena Hood
British Vogue

Susannah Frankel
AnOther Magazine

Susie Lau
Style Bubble

Tamsin Blanchard

Tiffanie Darke
The Times

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AMBASSADORS

Ambassador for British Fashion Council
Samantha Cameron

Ambassador for Emerging Talent
Sarah Mower

Cultural Ambassador
Laura Bailey

International Menswear Ambassador
Hu Bing

London Fashion Weekend
Daisy Lowe

Menswear Ambassadors
David Gandy
David Furnish
Dermot O'leary
Lewis Hamilton
Nick Grimshaw
Tinie Tempah

Young Ambassador
Poppy Delevingne

Young Style Ambassador
Alexa Chung

EVENTS & ANNOUNCEMENTS 2015 – 16



British Fashion Awards



NEWGEN Open House SS16

EVENTS

- Colleges Council: Graduate Preview Day 2015
- British Fashion Council sponsors' Forum
- London Collection Men SS16
- Fashion Film, sponsored by River Island, designer Films launched
- Superdry & Iris Elba exclusive launch London Pre-Collections
- LONDON show ROOMS Paris Men SS16
- Opening Cocktails hosted by Jefferson Hack Fashion Forum 2015 at Hotel Café Royal
- British Fashion Council Annual General Meeting
- London Fashion Week SS16
- London fashion Week Opening Event at Brewer Street Car Park
- 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 Weekend
- Opening Reception hosted by Sarah Mower MBE
- Colleges Council: Harrods Heads of Courses Seminar
- British Fashion Awards 2015
- London Collections Men AW16
- Reception to celebrate London Collection Men hosted by Caroline Rush CBE, Dylan Jones OBE and Jefferson Hack at Spencer House
- London Collections Men Opening Event at Victoria House
- London Collections Men Talk Series
- London Pre-Collections
- London show ROOMS Paris Men AW16
- Opening Brunch hosted by Ben Cobb and Tim Blanks

ANNOUNCEMENTS

- BFC/GQ Designer Menswear Fund Shortlist Announced
- NEWGEN MEN, sponsored by Topman, SS16 Designer Announced
- BFC/GQ Designer Menswear Fund 2015 Winner Announced
- Graduate Preview Day Awards announced
- Headonism designers Announced
- BFC Fashion Trust 2015 designers Announced
- NEWGEN, sponsored by Topshop, AW16 Designers Announced
- Rock Vault 2015–16 Designers Announced
- British Fashion Awards voting opened to over 800 industry members
- British Fashion Award 2015 Nominees Announced
- British Fashion Award Style Award shortlist Announced
- Future British, led by Boden, Announced
- Fashion Award: Karl Lagerfeld announced as the recipient of the Outstanding Achievement Award
- Fashion Award: Nick Knight announced as the recipient of the Isabella Blow award for Fashion Creator
- NEWGEN, sponsored by Topshop, AW16 Designers Announced
- BFC/Vogue Designer Fashion Forum Fund 2016 Shortlist Announced



Anne Tyrell Creative Pattern Cutting Seminar



London Pre Collections SS16

BUSINESS SUPPORT

- Futures & Trends Workshop
- Licensing & partnership Workshop
- Video seminar at Google
- Supply Chain Workshops
- London Collections Men Designers Seminar
- LONDON show ROOMS Paris Sales Workshops
- Branding & Marketing Learning Lab
- Building Your Business Seminar
- London Fashion Week Designer Seminar
- LONDON show ROOMS Paris Sales Workshops
- LONDON show ROOMS Paris SS16
- E-Commerce Workshops
- Sales Channels Learning Lab
- Understanding Investment Workshops
- Anne Tyrell Creative Pattern Cutting Seminar
- London Collections Men Designer Seminar
- LONDON show ROOMS Paris Sales Workshops

SUPPORTED EVENTS

- British Designers' Collective Launch at Bicester Village
- The Hoxton Collective launched in the Apartment at The Hoxton, Holborn
- Natalie Massenet presented with her honour at Buckingham Palace by Prince Charles
- Sunglass Hut Afternoon Tea

PILLARS

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 for every British fashion business.



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.

INNOVATION & DIGITAL

We want British businesses to follow in the footsteps of its brands and lead in innovation and digital. We are identifying ways 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.

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.

INVESTMENT

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

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.

REPUTATION

INNOVATION & DIGITAL

BUSINESS

INVESTMENT

EDUCATION

PILLAR PRESIDENTS

All Pillar Presidents committed to three years, and for some this was their final year in the post. The BFC would like to thank all Pillar Presidents for their support and to Sophia Neophitou, Sarah Mower and Meribeth Parker for agreeing to continue. Jonathan Goodwin, James McArthur and Peter Fitzgerald have the BFC's thanks and gratitude for their time and energy over the last three years in moving the needle forward in each pillar at a time when the BFC wanted to create momentum for change to meet the ambition set in its three-year strategy.

From April 2016, Sian Westerman will be joining the BFC as president of Investment and Business Pillars, drawing the work of both together. The Innovation & Digital Pillar is being reviewed and relaunched to meet new challenges facing the industry.

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



REPUTATION

**2.5 MILLION TWEETS SURROUNDING
LONDON FASHION WEEK COMPARED
TO 1.6 MILLION FOR NEW YORK
FASHION WEEK.**

London Fashion Week (LFW) is one of the world's top four leading fashion showcases, it 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 2015

In September 2015, LFW moved to the Brewer Street Car Park in the heart of Soho. The move fulfilled the BFC's goal to host LFW in the West End, providing an epicentre for a city-wide fashion celebration, in close proximity to the major retail spaces. The iconic art deco building played host to some of the world's most exciting designer catwalk shows in the BFC Show Space and the Designer Showrooms. Over a hundred designers exhibited their collections to an audience of UK and international press, buyers and stylists. The flexible space was also used for LFW guest registration, a photographers' area and press, buyer and sponsor spaces.

London Fashion Week also welcomed a new Principal Sponsor, Sunglass Hut. The sponsorship places Sunglass Hut at the heart of the global fashion industry and the partnership leverages London Fashion Week content distribution through Sunglass Hut's networks and social media channels to bring the UK's biggest fashion event direct to a targeted global fashion buying audience. Sunglass Hut is also a business mentoring source for British designers, sharing expertise in retailing and marketing in the global arena. Sunglass Hut also hosted a pop-up shop in Golden Square as part of LFW's public programme.

As part of LFW's move to its new central location in the heart of Soho, the BFC took over Golden Square – a short walk from the Official Catwalk Show Space and Designer Showrooms at Brewer Street Car Park. For the full five days of LFW it became home to screenings, pop-ups, exclusive offers and special events. This included the LFW Outdoor Cinema featuring live streaming from the LFW catwalks, fashion films and digital presentations from Hunter, McQ Alexander McQueen, SHOWstudio, Vogue and Zoe Jordan; as well as pop-ups from American Express, Lavazza Coffee, Propercorn, Sunglass Hut and Swatch.

LFW and Sunglass Hut teamed up with Gareth Pugh to create the official LFW Tote Bags. The bags were a nod to Pugh's AW15 collection and tied in with Sunglass Hut's 'Punk it Up' campaign, featuring Georgia May Jagger. The BFC and Disney joined forces to celebrate Minnie Mouse as a style icon and her influence on fashion and pop culture in an exhibition over LFW.

The British Fashion Council (BFC) also introduced the LFW Talks Series presented by American Express which featured talks from key speakers including Peter Pilotto and Zandra Rhodes. The Talk Series was presented by American Express and opened its doors to the general public at the prestigious Condé Nast College with a tightly curated programme of prolific guest speakers from all corners of the industry. Also open to the public through a competition with River Island was the BFC's Fashion Film sponsored by River Island. The event gave competition winners a rare opportunity to visit Brewer Street Car Park and see films from Mary Benson, Zandra Rhodes and Zoë Jordan.

Over LFW SS16, acclaimed designers Ashish, Erdem, Gareth Pugh, Nicholas Kirkwood and Roksanda all celebrated their 10th anniversaries.

Key events over LFW included a celebration of LFW at 10 Downing Street, the Green Carpet Challenge event with Erdem, a Victoria Beckham dinner and Anya Hindmarch's Buyers Dinner at St James's Palace co-hosted by Princess Beatrice of York.

LFW SEPTEMBER 2015 DIGITAL FACTS & FIGURES

- 503,404 mentions of #LFW on Twitter during LFW SS16 in September, up 44% since AW15
- 113,348 images tagged #LFW on Instagram
- 152 countries viewed live streams
- On day 1 of London Fashion Week, 'London Fashion Week' trended on Twitter, reaching 7th most tweeted about subject in the whole of the UK, with over 10.8K tweets
- 2.5 million tweets surrounding London Fashion Week compared to 1.6 million for New York Fashion Week. 808,840 #LFW posts uploaded on Instagram (a 131% rise since the previous season).

PRINCIPAL SPONSOR

Sunglass Hut

OFFICIAL SPONSORS

AMERICAN EXPRESS
David Collins Studio
DHL
Lavazza Coffee
London Evening Standard
Marks & Spencer
Maybelline New York
The May Fair Hotel
Mercedes-Benz
Scavi & Ray
Swatch
The Vinyl Factory
TONI&GUY
TOPSHOP

OFFICIAL SUPPLIERS

Aggreko
Alpro
evian
Fashion and Beauty Monitor
HIX
Jools Drinks
LG Electronics
Mainetti
Penhaligon's
Propercorn
TalkTalk Business
The Store
Triumph
Sonos

OFFICIAL FUNDERS

European Regional Development Fund
Mayor of London
UK Trade & Investment

**IT IS ESTIMATED THAT ORDERS OF
OVER £100 MILLION ARE PLACED
DURING LFW EACH SEASON.**



**THERE WERE 245,545
#LFW MENTIONS
ON TWITTER FOR
LONDON FASHION
WEEK AW16.**

#

LFW



Eudon Choi AW16

LONDON FASHION WEEK

LONDON FASHION WEEK AW16, FEBRUARY 2016

Alexander McQueen returned to the London Fashion Week (LFW) schedule for the first time in over a decade for AW16. The brand showed alongside brands including Ashish, Belstaff, Burberry, Christopher Kane, Emilia Wickstead, Erdem, Gareth Pugh, J.W.Anderson, Mary Katrantzou, Paul Smith, Peter Pilotto, Pringle of Scotland, Sibling, Simone Rocha, Sophia Webster, Topshop Unique and Vivienne Westwood. Also returning to London in February was British fashion and leather goods brand Mulberry, under the direction of new Creative Director, Johnny Coca. They joined Belgium brand, A.F. Vandevorst which showed on schedule for the first time.

The event generated over £260m worth of media coverage and the LFW twitter account reached 1m followers.

For the first time LFW was screened to more than 35m people across the country in February as part of a collaboration with Ocean Outdoor. LFW footage was shown on 60 outside screens across the United Kingdom, running from 15th – 23rd February, 2016. LFW was screened in Birmingham, Bristol, Edinburgh, Glasgow, Leeds, Liverpool, Manchester and Newcastle as well as around London at Canary Wharf, Holland Park roundabout, Two Towers West and Westfield.

London also welcomed back the International Fashion Showcase – a series of specially commissioned and curated fashion installations featuring work by emerging designers from all over the world. The BFC worked with the British Council to present work by emerging fashion designers from 24 countries in an exhibition entitled 'Fashion Utopias' at Somerset House, as part of Somerset House's Utopia 2016: A Year of Imagination and Possibility which celebrated the 500th anniversary of the publication of Thomas More's inspirational text, Utopia.

Dame Natalie Massenet attended an investiture at Buckingham Palace to collect her honour on the first morning of LFW.

LFW FEBRUARY 2016 DIGITAL FACTS & FIGURES

- 35 million people across the country saw LFW content on 60 outside screens in a collaboration with Ocean Outdoor
- 2 million visitors saw LFW content at Piccadilly Circus screened on the Curve screen over the five days of LFW
- 245,545 #LFW mentions on Twitter
- 1.9 million impressions on Tweets by @londonfashionwk during Fashion Week

PRINCIPAL SPONSOR

Sunglass Hut

OFFICIAL SPONSORS

AMERICAN EXPRESS
David Collins Studio
DHL
HIX
Lavazza Coffee
London Evening Standard
Marks & Spencer
Maybelline New York
The May Fair Hotel
Mercedes-Benz
Swatch
The Store
The Vinyl Factory
TONI&GUY
TOPSHOP

OFFICIAL SUPPLIERS

Aggreko
evian
Fashion and Beauty Monitor
LG Electronics
Mainetti
Propercorn
Scavi & Ray
Sonos
Triumph

OFFICIAL FUNDERS

European Regional Development Fund
Mayor of London
UK Trade & Investment

**LONDON FASHION
WEEKEND
WELCOMES OVER
15,000 VISITORS
EACH SEASON.**



LONDON FASHION WEEKEND

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London Fashion Weekend (LFWEnd) is the ultimate fashion experience giving consumers exclusive access to catwalk shows; a curated talks schedule; designer shopping; and trend presentations.

Taking place at the Saatchi Gallery over four days in February and September, the event allows consumers to experience the atmosphere of LFW and gain an insight into the fashion industry. It also gives designer brands the opportunity to meet and build direct relationships with new customers.

LFWEnd is at the forefront of the British Fashion Council's strategy for extending the citywide celebration of LFW and engaging the consumer in related activity.

The event welcomes over 15,000 visitors each season, with a social media reach of 135,000 and a database of over 100,000.

The four-day event is focused around four elements:

CATWALK

The Catwalk Show Space will host four LFW designer shows and a series of Trend Shows which showcase the latest seasonal trends and provide indispensable styling tips delivered by one of the industry's top experts.

SHOPPING

Fashion's biggest pop-up offers the very best in designer shopping with galleries of over 150 British and international brands.

TALKS

The curated Talks Schedule offers a dynamic programme of inspiring and engaging panel discussions and events with exclusive access to leading industry experts.

EXPERIENCE

Visitors are given the opportunity to interact with retailers and sponsor activity such as beauty and hair treatments and curated shopping.

SEPTEMBER 2015 & FEBRUARY 2016 HIGHLIGHTS

In September 2015, LFWEnd moved to its new home, Saatchi Gallery, King's Road. It was the first time the event was held in a separate venue to LFW and the branding was given a refresh. The event focused on giving the consumer a true LFW luxury experience. Daisy Lowe was announced as LFWend's first Ambassador and the new magazine, The Weekender, was launched which gave backstage insight, designers interviews and exclusive content.

The 2015 winner of the BFC/Vogue Designer Fashion Fund, created the limited edition tote bag. LFW brand, House of Holland, create three limited T-shirts which were produced and sold exclusively at LFWEnd.

In February 2016, a roster of new presenters joined LFWEnd including George Lamb, Laura Jackson, Martha Ward and Alice Casely-Hayford. Celebrating their 20th anniversary, Preen by Thornton Bregazzi created the official tote bag.

CATWALK DESIGNERS

Christopher Raeburn

Emilia Wickstead

Holly Fulton

House of Holland

ISSA

Mary Katrantzou

Peter Pilotto

Temperley London

The Trend Catwalk Shows were curated by VeryExclusive.co.uk.

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TALKS

Amanda Wakeley OBE
Anya Hindmarch MBE
Bella Freud
Carole White
Charlotte Olympia
Daisy Lowe
David Downton
Fashion Careers Talks
Henry Holland
Katharine Hamnett
Mary Katrantzou
Maybelline New York
Nicholas Kirkwood
Rankin
Roisin Murphy
Ruth Hogben
The Art of Vintage with RELLIK, Live Archives
& William Vintage
TONI&GUY Creative Director
Tracy Sedino – Co-owner, Linda Farrow
William Baker

LONDON FASHION WEEKEND SEPTEMBER 2015

OFFICIAL SPONSORS

Lavazza Coffee
Marks & Spencer
Maybelline New York
The May Fair Hotel
Scavi & Ray
Swatch
Sunglass Hut
TONI&GUY
VeryExclusive.co.uk

OFFICIAL SUPPLIERS

Little Miracles Drinks
Talk Talk Business

WITH THANKS TO

Carpetright
Cadogan
Diptyque
Panalux Broadcast & Event
SONOS

LONDON FASHION WEEKEND FEBRUARY 2016

OFFICIAL SPONSORS

Canon
Lavazza Coffee
Maybelline New York
Marks & Spencer
Sunglass Hut
Swatch
The May Fair Hotel
TONI&GUY
VeryExclusive.co.uk

OFFICIAL SUPPLIERS

Panalux
Champagne Pommery
SONOS

**THERE'S BEEN
A 67% INCREASE
IN DESIGNERS
SHOWING AT LCM
FROM JUNE 2012
TO JUNE 2015.**

67% INCREASE BY JUNE 2015



LONDON COLLECTIONS MEN

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London Collections Men (LCM) is a biannual showcase that takes place every January and June and celebrates the creative and commercial importance of the British menswear industry to an international audience of press and retailers.

LONDON COLLECTIONS MEN JUNE 2015

In June, 77 designers showed on schedule at London Collections Men (LCM), a growth of 67% from the first LCM in June 2012. A further 68 designers showed their latest collections in the Designer Showrooms. New additions to the LCM schedule included presentations from Berthold, House of Holland's debut menswear line, LATHBRIDGE by Patrick Cox, Tommy Hilfiger and Tourne de Transmission. These joined returning global brands Alexander McQueen, Aquascutum, Belstaff, Burberry, Coach, dunhill, Jimmy Choo, Joseph, Margaret Howell, Paul Smith, TOM FORD and Topman. Jermyn St, St James's showcased products from brands throughout the St James's area at a catwalk show on Jermyn St. E. Tautz, who had recently won the second BFC/GQ Designer Menswear Fund supported by Vertu, showed his collection.

Ahead of London Collections Men the BFC announced its first international Menswear Ambassador: Hu Bing – Chinese actor, model, singer and philanthropist. At the Official Opening in the Designer Showrooms at The Hospital Club, Dylan Jones OBE, Chair of London Collections Men, also announced that Formula 1 world champion Lewis Hamilton would join the existing Ambassadors: David Gandy, Dermot O'Leary, Nick Grimshaw and Tinie Tempah.

For SS16 the BFC announced the LCM 10 – ten events that were open to the public during LCM. This included book signings, screenings and talks; fashion shows and exclusive offers as well as food and dining experiences.

Event highlights included a Dsquared2 presentation and party; a Men's Health and Agi&Sam party, Samuel L. Jackson's One for the Boys ball; Idris Elba's exclusive launch of his collection for Superdry and Tommy Hilfiger's dinner and presentation.

LCM JUNE 2015, DIGITAL FACTS & FIGURES

- 45,000 mentions of #LCM on Instagram, up 95% year on year
- LCM Ambassador, Hu Bing's Weibo content reached over 20,000,000 impressions over the four days on LCM

OFFICIAL SPONSORS

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

OFFICIAL SUPPLIERS

Fashion and Beauty Monitor
Little Miracles
Rightster
Warsteiner

OFFICIAL FUNDERS

European Regional Development Fund
Mayor of London
UK Trade & Investment



**THERE WERE 226
LCM AW16 ARTICLES
PUBLISHED ONLINE
IN THE UK. AND 864
PUBLISHED ONLINE
INTERNATIONALLY.**

864 ARTICLES INTERNATIONALLY



226 ARTICLES IN THE UK



LONDON COLLECTIONS MEN

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LONDON COLLECTIONS MEN JANUARY 2016

In January 2016 LCM kicked off the global fashion calendar and showcased some of the world's most innovative emerging designers, international menswear brands and traditional heritage tailoring. The eighth edition of LCM took over a new venue, 180 The Strand (180), as the BFC Show Space. All the Designer Showrooms were also brought together under one roof at Victoria House.

From 8th - 12th June there were 88 print articles and 226 online articles published in the UK and 864 online articles in 48 countries from 325 publications internationally. The media value was worth over £60m.

In January the BFC announced the inaugural menswear Talk Series. The programme featured thought provoking and inspiring speakers from the industry – offering insights from the global fashion community to fashion interested consumers. The talks ran daily through LCM and took place at the Century Club. Speakers included Ashley Heath and Max Pearmain, Kim Jones, Lev Tanju and Nicola Formichetti.

LCM was launched with a party held in Mayfair's Spencer House hosted by Caroline Rush CBE, Dylan Jones OBE and Jefferson Hack and attended by industry insiders and influencers including David Furnish, David Gandy, Judy Blame, Tracey Emin and WILL.I.AM.

Barbour, Moschino and Pringle of Scotland all returned to the schedule this season. The BFC's NEWGEN MEN initiative sponsored by Topman saw London's brightest emerging design talents showcase AW16 collections. Agi&Sam, Bobby Abley, Craig Green, Liam Hodges (new for the season) and Nasir Mazhar each hosted catwalk shows. Alex Mullins, Cottweiler and PIETER all held presentations and Diego Vanassibara had an installation in the Designer Showrooms. The MAN show, the joint initiative between Topman and Fashion East, featured Charles Jeffrey, Wales Bonner and Rory Parnell-Mooney. New additions in the Designer Showrooms included Mackintosh, BOY London – who celebrated their 40th anniversary – and LCM Ambassador David Gandy's footwear brand David Preston London.

LCM JANUARY 2016 DIGITAL FACTS & FIGURES

- 2 million visitors saw LCM content at Piccadilly Circus screened on the Curve screen over the 4 days of LCM
- 60,000 #LCM mentions on Twitter
- Tweets from @BFC account gained over 469,870 impressions
- Over 30,000 #LCM mentions included on Instagram

OFFICIAL SPONSORS

British GQ
HIX
Lavazza Coffee
Mercedes-Benz
Radisson Blu Edwardian, London
Superdry
Swatch
The Vinyl Factory
TOPMAN

OFFICIAL SUPPLIERS

CanO Water
Floris London
Fashion and Beauty Monitor
Location House
Murdock London
Propress
The Bloomsbury Ballroom
Warsteiner Lager
180 Strand

OFFICIAL FUNDERS

European Regional Development Fund
Mayor of London
UK Trade & Investment

CHAIR OF LONDON COLLECTIONS MEN

Dylan Jones OBE
British GQ

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MENSWEAR AMBASSADORS

David Gandy
Dermot O'Leary
Hu Bing
Lewis Hamilton OBE
Nick Grimshaw
Tinie Tempah

MENSWEAR COMMITTEE

Adrian Clark
Shortlist

Alannah Weston
Selfridges

Alex Bilmes
Esquire

Alexander Fury

Anda Rowland
Anderson & Sheppard

Andrew Weitz
The Weitz Effect

Ben Cobb
AnOther Man

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
The Business of Fashion

Jefferson Hack
Dazed Group

Jeremy Langmead
Mr Porter

Luke Leitch
Vogue Runway

Lulu Kennedy MBE
Fashion East

Marigay McKee

Sir Paul Smith CBE RDI
Paul Smith

Paula Reed
Boutique 1

Peter Howarth
Show Media

Richard Buckley

Richard James

Robert Johnston
British GQ

Robert Konjic

Simon Burstein
The Place

Simon Fuller
XIX Entertainment

Stephen Ayres
Avenue32

Tim Blanks
The Business of Fashion

Toby Wiseman
Men's Health

Tom Ford

Tom Hiddleston

Tracey Emin CBE

Wei Koh
The Rake



**THE BRITISH
FASHION AWARDS
WAS HELD AT
THE LONDON
COLISEUM AND
AMASSED £230
MILLION WORTH
OF MEDIA VALUE
GLOBALLY IN
ONE NIGHT.**

BRITISH FASHION AWARDS

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The annual British Fashion Awards celebrates the business, creativity and glamour of the global fashion industry in one extraordinary evening.

The British Fashion Awards 2015 in partnership with Swarovski welcomed fashion industry guests and celebrities including David and Victoria Beckham, Georgia May Jagger, Karlie Kloss, Kate Bosworth, Lady Gaga, Liv Tyler, Nadja Swarovski, Poppy Delevingne, Salma Hayek Pinault, Samantha Cameron, Stella Tennant and Tinie Tempah. The event was held at the London Coliseum and amassed £230m worth of media value globally in one night.

800 members of the global fashion industry were asked to cast their votes and for the first time in history one designer – J.W.Anderson – was awarded both the Womenswear and Menswear Designer of the Year. This year Nick Knight OBE was honoured for his remarkable career that has spanned six decades, and Anna Wintour OBE presented the Outstanding Achievement award to Karl Lagerfeld for his unrivalled contribution to the fashion industry. Alessandro Michele was awarded the International Designer award for his work for Gucci and both FKA twigs and Gwendoline Christie were presented with the British Style award – the former for fashion innovator and the latter for red carpet ambassador.

During the Awards the British fashion industry was celebrated with a unique fashion showcase with supermodels storming the stage each dressed by a British designer, marching to a live soundtrack by Alison Moyet.

IN PARTNERSHIP WITH

Swarovski

PRESENTING SPONSORS

M.A.C
TONI&GUY

OFFICIAL SPONSORS

Ciroc
Marks & Spencer
Mercedes-Benz
St Martins Lane

WITH THANKS TO

Diptyque Paris
Fashion & Beauty Monitor
Fiji Water
Nikki Tibbles Wild At Heart
Warsteiner Lager

CREATIVE CAMPAIGN

Burberry
Presented by Naomi Campbell

NEW ESTABLISHMENT

Mary Katrantzou
Presented by Elisa Sednaoui

ESTABLISHMENT

Erdem
Presented by Alexa Chung

BRAND

Stella McCartney
Presented by Edina Monsoon and Patsy Stone

BRITISH STYLE: FASHION INNOVATOR

FKA twigs
Presented by Jefferson Hack

BRITISH STYLE: RED CARPET AMBASSADOR

Gwendoline Christie
Presented by Kate Bosworth

ACCESSORY

Charlotte Olympia
Presented by Olga Kurylenko

MENSWEAR

J.W.Anderson
Presented by Orlando Bloom

WOMENSWEAR

J.W.Anderson
Presented by Noomi Rapace

EMERGING WOMENSWEAR DESIGNER

Thomas Tait
Presented by Nick Grimshaw and Rosie
Huntington Whiteley

EMERGING MENSWEAR DESIGNER

Grace Wales Bonner
Presented by Nick Grimshaw and Rosie
Huntington Whiteley

EMERGING ACCESSORY DESIGNER

Jordan Askill
Presented by Nick Grimshaw and Rosie
Huntington Whiteley

RED CARPET DESIGNER

Tom Ford
Presented by Lucky Blue Smith, accepted
on behalf of Tom Ford by Lady Gaga

MODEL OF THE YEAR

Jourdan Dunn
Presented by Olivier Rousteing

ISABELLA BLOW AWARD FOR FASHION CREATOR

Nick Knight OBE
Presented by Karlie Kloss

INTERNATIONAL DESIGNER

Alessandro Michele for Gucci
Presented by Tim Blanks and Georgia May Jagger

OUTSTANDING ACHIEVEMENT

Karl Lagerfeld
Presented by Anna Wintour OBE

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 and chairs the Positive Change Committee which meets quarterly and is established to assist in setting and delivering the initiative strategy.

Knowledge from the committee members is now included on the BFC's Designer Fact File website in the section 'Positive Fashion' for all users to access making it easier to break down the information in relation to social, environmental, labelling, packaging, raw materials and inspection legislation.

In May 2016 in line with its aim to focus on best practice the Positive Fashion Committee has also partnered with the 'Make it British – Meet the Manufacturer' trade fair to host an event where a panel discussion between key industry figures, designers and manufacturers focuses on helping the designer to engage the manufacturer in a way which secures the best results for all parties. Details from the discussion will also be included on the Designer Fact File Website.

In March 2015 the BFC and a smaller working group comprising of M&S, UKFT, Creative Skillset, The Alliance Project, Centre for Fashion Enterprise alongside independent specialists in the sector launched the High-end and Designer Manufacturing report (commissioned by the Positive Change Committee) launched the High-end and Designer Manufacturing Report. 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.

Since the report launch, the Positive Change Committee and smaller working group have been working together to deliver the recommendations made by the report. A key area of focus was to review the need for a specific benchmarked national database of UK-based manufacturers which aims to make it easier for designers to find the right manufacturer match within the UK. The vision is to create a hub which is appealing, informative and easy for designers to use as well as promoting vetted manufacturers who can deliver their various needs. Research for this database has begun with funding from GCU and manufacturers are currently being audited for inclusion on the online hub which is set to launch in September 2016.

POSITIVE CHANGE COMMITTEE

Caroline Rush CBE
British Fashion Council (Chair)

Adam Fenwick
Fenwick Limited

Belinda Earl
Marks & Spencer

Catarina Midby
H&M

Dana Gers
Jimmy Choo

Daniella Vega
Selfridges

Diana Verde Nieto
Positive Luxury

Eoghan Griffin
John Lewis Partnership

Eva Von Alvensleben
Kering

Shadi Halliwell
Harvey Nichols

Simon Colbeck
Marks & Spencer

Tania Littlehales
Marks & Spencer

Vanessa Podmore
Burberry

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

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DIVERSITY

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The BFC 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 ongoing Model Programme. The panel looks at opportunities to help set industry standards. The BFC requires that designers showing at LFW and LCM 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 BFC REPRESENTS UK FASHION

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The BFC is recognised as the leading voice of the industry. Within her capacity as Chief Executive, Caroline Rush is a member of various groups created by independent bodies and national government. These include the Creative Industries Council and its Sector Advisory Group for International Trade; the Creative Industries Federation Advisory Board, the Great Private Sector Council, the London Cultural Strategy Group and the Mayor of London's Menswear Cultural Committee.

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. 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 International Trade 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 for their membership and help UKTI deliver a coordinated programme of activities to enhance the international reputation of the UK's creative industries and to maximise the business benefits of this to the UK. 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 the Minister for Culture, Communications and Creative Industries, and Tim Davie Chief Executive, BBC Worldwide and Director Global.

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CREATIVE INDUSTRIES FEDERATION

The British Fashion Council 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, student's participation and influence. Despite good progress to date, government relationships with private sector partners through the GREAT campaign have tended to be tactical and transactional, rather than strategic and long-term. With the campaign being extended, the government can now provide private sector partners with the assurance that GREAT will be available to businesses longer term, allowing better planning, focus and results. Going forward the opportunity is therefore for government to establish a way to engage with private sector strategy partners more.

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, 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.

INNOVATION & DIGITAL

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.

INNOVATION & DIGITAL

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The British Fashion Council's Innovation and Digital 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 London Fashion Week designers had e-commerce sites – by September 2014 this had risen to 43%.

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

The work and focus of the Innovation and 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 and Digital committee.

britishfashioncouncil.com

facebook.com/britishfashioncouncil

twitter.com/bfc

pinterest.com/britishfashion

instagram.com/britishfashioncouncil

youtube.com/britishfashiontv

londonfashionweek.com

facebook.com/londonfashionweek

twitter.com/londonfashionwk

londoncollections.co.uk

fashionawards.com

londonshowrooms.co.uk

bfcfashionforum.com

designerfactfile.com

81

FEB '13 33%



SEPT '14 43%



BUSINESS

**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.**

BUSINESS DEVELOPMENT & SUPPORT

BUSINESS DEVELOPMENT & SUPPORT

The British Fashion Council's talent support pathway aims to engage students, support emerging businesses and both celebrate and champion our global brands.

The new business support programme aims to take designers in BFC support schemes through a 10 stage programme tailored to the size and expertise within their business. This knowledge is then shared with a broader audience through our Designer Fact File. Senior industry advisors, supported by the Fashion Business Network form the mentoring programme.

10 stage programme:

1. Concept
2. Business Model and Business Basics
3. Business Plan & Strategy
4. Market Offering
5. Funding
6. Production & Partners
7. Distribution
8. Growth
9. Understanding Investors
10. Long Term View

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

EXPLORER

Designed for graduates, people wishing to start a business, or those in the very early stages of their business, this series of seminars serves as a credible source of information to offer a better understanding of the complexity of the industry, what to expect and how to prepare for the challenges ahead. Working in tandem with the Colleges Council, we also use these seminars to inform educators such as heads of courses and tutors about real-time industry developments and challenges, in order to arm them with the knowledge to better prepare their students and graduates for life post-graduation.

START-UP

Focusing on BFC-identified emerging talent, specifically NEWGEN sponsored by Topshop, NEWGEN MEN sponsored by Topman, Rock Vault and Headonism; Fashion Start Up incubates businesses at early-stage through 1:1's, workshops, Learning Labs and mentor partnerships. Covering the key steps 1-4 (and looking up to 5-7, as detailed above) across the fashion business value chain, designers are not only educated and trained in these areas, but given practical, bespoke, hands-on support to implement processes and values, and 'bootstrap' their businesses.

ENTREPRENEUR

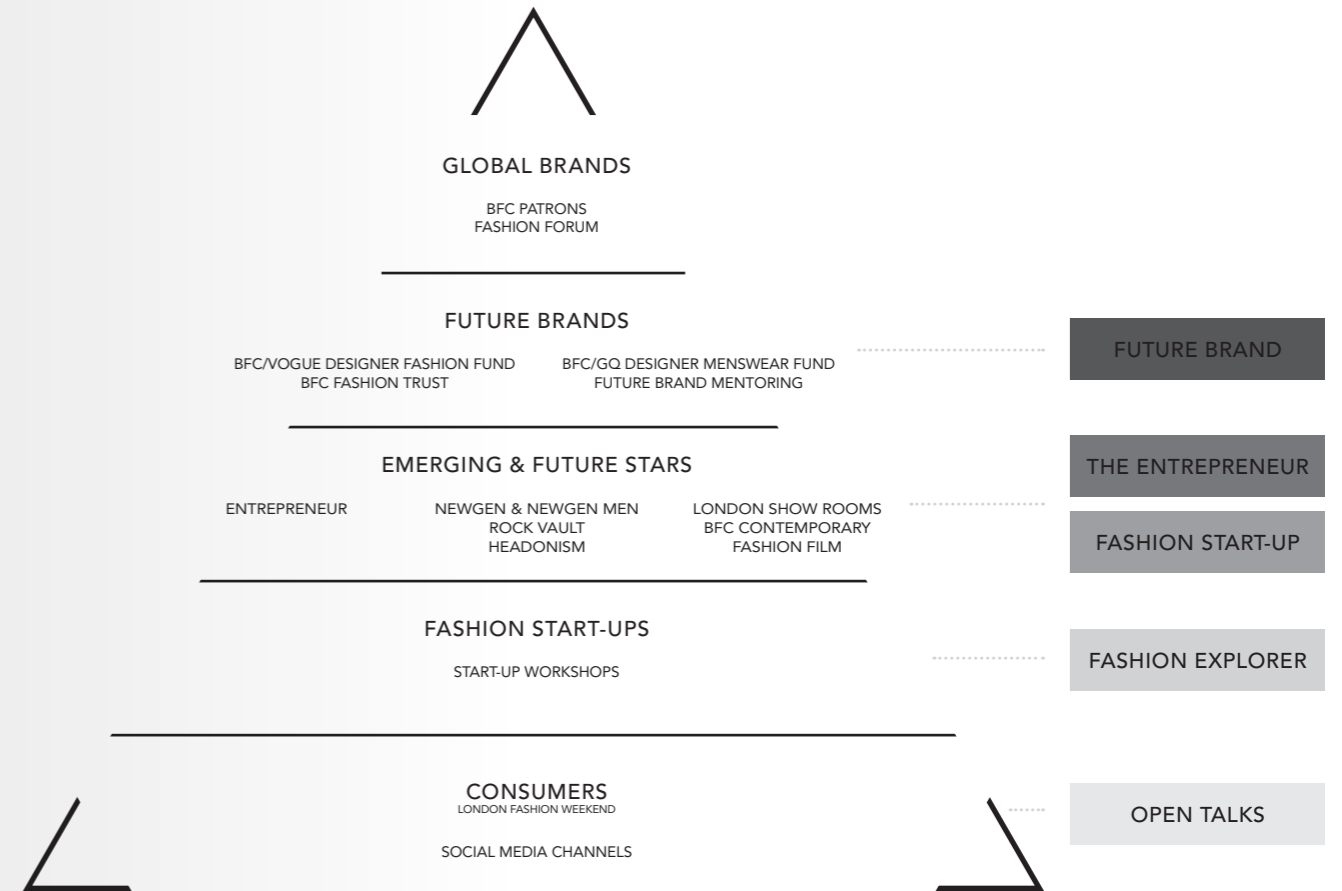
For the next stage of business, and covering designers in BFC Fashion Trust, BFC/Vogue Designer Fashion Fund and BFC/GQ Designer Menswear Fund supported by Vertu, the Fashion Entrepreneur program is designed to continue supporting businesses and prepare them for growth. Revisiting and re-evaluating steps 2-4, and focusing on steps 5-9, they concentrate during workshops, Learning Labs, and mentoring 1:1's on refining their business model, strengthening their offering, and preparing for the next stage; growth.

FUTURE BRANDS

The aim of the Future Brands Program is to give in-depth and targeted support to New Establishment designers so they can become the brands of the future. The program provides a chance for these businesses to tap into the incredible expertise of senior mentors, one-on-one, to gain real value and solid opportunities for growth.

High profile industry leaders work with a designer and their business over a two-year period. These key mentors open their contacts books to assist in knowledge gaps, and share expertise across the business. They also assist the designer in structuring their business, help appoint key personnel and develop essential business disciplines, knowledge and strategy to deliver growth. Designers also receive guidance from KPMG consultants, along with support from the Fashion Business Network.

TALENT SUPPORT PATHWAY



NEWGEN & NEWGEN MEN

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NEWGEN was created in 1993 and with the launch of a dedicated menswear showcase NEWGEN Men was created in 2009.

Internationally recognised as the 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.

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

The BFC would like to thank TOPSHOP and TOPMAN for their support of NEWGEN and NEWGEN Men. They have made supporting talent integral to their strategy and have extended beyond their sponsorship into offering selected designers access to their show venues and creating product collaborations available on the high street.

NEWGEN SUPPORTED DESIGNERS 2015–16

Ashley Williams
Claire Barrow
Danielle Romeril
Faustine Steinmetz
Marta Jakubowski
Molly Goddard
Ryan LO
Sadie Williams

NEWGEN MEN SUPPORTED DESIGNERS 2015–16

Agi & Sam
Alex Mullins
Astrid Andersen
Bobby Abley
CMMN SWDN
Cottweiler
Craig Green
Diego Vanassibara
Kit Neale
Liam Hodges
Nasir Mazhar (Men's)
Pieter
Vidur

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NEWGEN PANEL 2015–16

Sarah Mower (Chair)
British Fashion Council, BFC Ambassador of Emerging Talent

Alexander Fury
The Independent, The Independent on Sunday and i, Fashion Editor

April Glassborow
Fashion Consultant

Francesca Burns
Fashion Stylist and Consultant

Geoffrey Finch
TOPSHOP

Karen Langley
Fashion Stylist

Kate Phelan
TOPSHOP

Laura Burlington
Fashion Consultant

Laura Larbalestier
Browns

Madelaine Evans
TOPSHOP

Melanie Rickey
Grazia and Pop

Natalie Kingham
Matchesfashion.com

Rebecca Lowthorpe
ELLE

Ruth Chapman
Matchesfashion.com

Sheena Sauvaire
TOPSHOP

Stavros Karelis
Machine-A, Founder

Susanne Tide- Frater
Fashion Consultant

Yasmin Sewell
Style.com

Yeda Yun
Stella McCartney

NEWGEN MEN PANEL 2015–16

Caroline Rush CBE (Chair)
British Fashion Council

Ben Banks
Fourmarketing

Catherine Hayward
Esquire

Charlie Porter
Financial Times

Damien Paul
Matchesfashion.com

Darren Skey
Harvey Nichols

Gordon Richardson
Topman

Jason Griffiths
Topman

Lulu Kennedy MBE
Founder

Robert Johnston
British GQ

Sam Lobban
Mr Porter

Terry Betts
Thread

The BFC Fashion Trust is a charitable initiative and offers designer businesses financial awards to promote the art of fashion and access to the BFC mentoring programme.

This philanthropic initiative has been developed in partnership with the programme and fundraising co-chairs Tania Fares and Kim Hersov, and the Fashion Trust Committee who together with the BFC work on the allocation of the designer grants.

The Fashion Trust also provides two graduates with 12 month paid traineeships working with British based designers.

Previous years' recipients of grants and mentoring thanks to the Fashion Trust include Christopher Kane, Emilia Wickstead, Holly Fulton, House of Holland, Jonathan Saunders, Mary Katrantzou, Nicholas Kirkwood, Osman, Peter Pilotto, Roksanda Ilincic, Sophia Webster and Zoe Jordan.

The charity is funded by private donors who receive a curated programme of events which offer insight into the global fashion landscape. The programme includes designer studio visits; in conversations with key industry leaders; trends briefings; fashion business talks and private curator-led tours at the Victoria and Albert Museum.

The Fashion Trust became a Trust within the BFCVDFFF Charity, registered in England and Wales in September 2012. Registered charity number: 1139079.

SUPPORTED DESIGNERS 2015–16

David Koma
Emilia Wickstead
Holly Fulton
Marios Schwab
Mother of Pearl
palmer//harding
Prism
Sibling
Sophia Webster

The BFC would like to thank Farfetch for their commitment to support the Fashion Trust for the forthcoming year.

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

CO-CHAIRS

Kimberley Hersov
Tania Fares

HEAD OF THE FASHION TRUST NETWORK IN THE US

Jessica de Rothschild

FOUNDER PATRONS

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

PATRONS

Carole Bamford
Desiree de Bollier
Eiesha Bharti Pasricha
Felicia Broklebank
Marie-Anya Shriro
Michelle Yeoh
Narmina Marandi
Rachel Yeoh
Rana Tabiat
Sara Bahamdan
Sian Westerman
Sofia Barattieri
Tatiana Korsakova
Wendy Yu

MEMBERS 2015–16

Agata Krysiak
Alex Eagle
Alexander Lewis
Alexandra Tolstoy
Alison Henry
Amy Christiansen Si-Ahmed
Amy Gardner
Andrea Gelardin
Anita Zabłudowicz
Anna Sweeting
Anne de Picciotto
Annoushka Ducas
Anu Hinduja
Azia Chatila
Brooke Metcalfe
Carola Voli
Carolina Bucci
Catherine Heeschen
Cavan Mahony
Celeste Wakefield
Celia Dunstone
Charlotte Stockdale, Katie Lyall (Chaos Fashion)
Claire-Anne Stroll
Deborah Scott
Diala Khat
Diane Kordas
Diane Said
Eleena Png
Eliane Fattal
Elisabetta Cipriani
Emily Cohen & Sabrina Nagggar (SUNUVA)
Ena Martinovic
Eve Short
Ewa Kozieja
Fanny Moizant
Farah Sultan
Faten Abbar
Fernanda Abdalla
Fiona Dreesmann
Frida Lourie
Galina Agapova
Heather McQuarrie
Helena Boas
Helene Klausner-Huth
Iman Allana
Jan Olesen
Juliet de Baubigny

Karina Isvelia
Kathrine Fredriksen
Kelly Simpkin
Magda Pozzo
Marie Halley
Marisa Drew
Maritzina Slater
Marta Doskarina
Matthew Clark
Meera Santoro
Mehves Ariburnu
Meleni Bharwani
Mia Fenwick
Michelle Wafa
Nadine Amer
Nasiba Hafiz
Natasha Zinko
Nazy Vassegh
Noreen Goodwin
Oliver Harmann
Olivia von Halle
Racil Chalhoub
Reem Abu Samra
Saffron Aldridge
Sanja Vukelic
Sara Al Rashid
Shana Seligson
Shevanne Helmer
Simone Suss
Stephanie Alameida
Tatiana Kovylna
Teresa Calice
Thea Green
Vania Leles
Veronique Bellet
Warly Tomei

BFC/GQ DESIGNER MENSWEAR FUND SUPPORTED BY VERTU

The BFC 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 12-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.

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WINNER 2015

E.Tautz

SHORTLISTED DESIGNERS 2015

Astrid Andersen
Christopher Raeburn
E.Tautz
Matthew Miller
Sibling

THE MENSWEAR FUND PANEL 2015–16

Dylan Jones OBE (Chair)
British GQ

Ben Banks
Fourmarketing

Caroline Rush CBE
British Fashion Council

Charlie Porter
Financial Times

Helen Seamons
Guardian

Jonathan Akeroyd
Alexander McQueen

Justine Rouch
Vertu

Massimiliano Pogliani
Vertu

Robert Johnston
British GQ

PREVIOUS WINNERS

Christopher Shannon

British Fashion Council
& GQ Awards



BFC/VOGUE DESIGNER FASHION FUND

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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.

For the second year, the BFC produced and directed the online series, 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 British Fashion Council website, YouTube channel – BritishFashionTV, and Vogue.co.uk. The first five episodes of the six part series received over 110,000 online views.

In March 2016, Sophia Webster was announced as the 2016 winner of the BFC/Vogue Designer Fashion Fund at a reception co-hosted by Alexandra Shulman OBE and Caroline Rush CBE.

2016 WINNER

Sophia Webster

2016 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

Joan Burstein CBE
Browns

Mary Homer
TOPSHOP

Samantha Cameron
BFC Ambassador

Sarah Manley
Burberry

Susanne Tide-Frater
Farfetch

Ian Lewis
No.14 Savile Row

Victoria Beckham

SUPPORTERS OF THE FUND

British Vogue
Burberry
Harrods
Paul Smith
TOPSHOP

PREVIOUS WINNERS

Mary Katrantzou (2015)
Peter Pilotto (2014)
Nicholas Kirkwood (2013)
Jonathan Saunders (2012)
Christopher Kane (2011)
Erdem (2010)

CHARITY TRUSTEES (BFCVDF & FASHION TRUST)

Alexandra Shulman OBE
British Vogue

Caroline Rush CBE
British Fashion Council

Chris Inman OBE
British Fashion Council

Stephen Quinn
British Vogue



British Fashion Council
Vogue Fund Panel

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 and developed by the BFC, Rock Vault launched during LFW 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.

SUPPORTED DESIGNERS 2015–16

Ana De Costa
Beth Gilmour
Completedworks
Jacqueline Cullen
Lily Kamper
Ornella Iannuzzi
Rachel Boston
Ruifier
Shimell and Madden
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 BFC and River Island host dedicated film screenings and build relationships across the fashion and film industries to mentor young talent and provide funding for short films.

SUPPORTED DESIGNERS 2015–16

Christopher Shannon
Dorateymur
House of Holland
Lou Dalton
Man About Town
Martine Rose
Mary Benson
Private White V.C.
Sibling
Zandra Rhodes
Zoe Jordan

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 LFW 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 2015–16

Emma Yeo
Harvy Santos
Keely Hunter
Sophie Beale

FASHION BUSINESS NETWORK

The Fashion Business Network is designed to facilitate networking and engage external companies to offer business support and mentoring year round. A curated group of partners across the value chain including legal, finance, production, buying and merchandising, PR, digital, branding, e-commerce, supply chain and more, provide bespoke services, rates and tools that aim to improve designers' productivity, as well as mentoring and participation in workshops, Learning Labs and seminars. They are recognised by the fashion industry as supporters of emerging talent and presented with opportunities to provide funding, training, mentoring, and showcasing.

DESIGNER FACT FILE

Originally published in 1997 by the BFC Designer Fact File was re-launched in Spring 2016 as an online, interactive hub of reliable fashion information, training and business development. The tool provides tailored material categorized across the value chain and coded for different stages of business, with rich content and toolkits aimed at complementing the offline training and mentoring schemes as well as sharing knowledge with a broader graduate and designer community.

www.designerfactfile.com

INSIGHT

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.

FUNDING TALENT

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 2015–16 were Fashion East, Fashion East MAN, Fashion Scout London, On Off and Ecoluxe London.

THE FASHION ARTS FOUNDATION

The Fashion Arts Foundation aims to nurture collaborations and foster relationships between fashion, film and art talent. Through this strategy the BFC aims to highlight London's position as a leading creative capital and reaffirm the UK fashion industry's reputation for innovation. This year the charity's trustees refocused activity back to commissioning collaborative new works to be launched 2016/17.

CHARITY TRUSTEES

Caroline Rush CBE (Chair)
British Fashion Council

Jane Boardman
Talk PR

Simon Ward (retired March 2016)
British Fashion Council

Valeria Napoleone

Registered charity number: 1147729

INVESTMENT

**THE BRITISH FASHION COUNCIL AIMS TO
RAISE AWARENESS IN THE INVESTMENT
COMMUNITY AROUND OPPORTUNITIES IN THE
DESIGNER SECTOR, AND IN THE DESIGNER
SECTOR OF THE INVESTMENT LANDSCAPE.**

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 Esri
Venrex

Oliver Haarman
Searchlight Capital

Sarah McVittie
Dressipi

Sian Westerman
Rothschild

Simon Fuller
XIX Entertainment

Sir Stuart Rose

Stephen Peel
TPG

Veronica Chou
Iconix Brands China

Waheed Ali
Silvergate Media

Yana Peel
Intelligence Squared

FASHION FORUM

The Fashion Forum is an invitation-only event founded by Natalie Massenet, Caroline Rush and Jonathan Goodwin. The first of its kind, bringing together all aspects of fashion, tech and investment to discuss challenges, opportunities and create a private and powerful network of global influencers.

This year the Fashion Forum welcomed 160 guests from across the world and speakers supported by the Investment Committee.

FASHION FORUM 2015

Following the suggestion of the inaugural Fashion Forum at Syon House in 2014, the format of the 2015 edition was changed to ensure the event remained fresh and interesting for the audience.

In June 2015, the Fashion Forum was held at the Hotel Café Royal in central London, hosted by Dame Natalie Massenet and Jonathan Goodwin.

The Forum welcomed over 160 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 which allowed guests to browse other attendees' profiles and the schedule of talks.

Dame Natalie Massenet started with a welcome speech and Caroline Rush CBE finished the day with a presentation of the key findings of the talks.

TOPICS & SPEAKERS

ENTERING CHINA

Alice Wong
ImagineX

Andrew Keith
Lane Crawford & Joyce

Peter Harris
Pedder Group

Moderator:
Sian Westerman
Rothschild

SUSTAINABILITY – SETTING YOUR AGENDA

Alannah Weston
Selfridges Group

Livia Firth
Eco-Age & Green Carpet Challenge

Michael Beutler
Kering

Moderator:
Yana Peel
Intelligence Squared Group

INVESTMENT – WHAT'S THE DEAL?

Andrew Robb
Farfetch

Mark Esiri
Chairman, Venrex

Matthew Westerman
Goldman Sachs

Oliver Haarmann
Searchlight Capital Partners & Chairman,
Hunter Boots

Veronica Chou
Novel Fashion Investments & Director,
Karl Lagerfeld

Moderator:
Imran Amed
The Business of Fashion

SPONSORS

Anya Hindmarch
European Regional Development Fund
Hotel Café Royal

EDUCATION

**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.**

**THE EDUCATION
FOUNDATION STRATEGY
WAS LAUNCHED AT
LONDON FASHION WEEK
IN SEPTEMBER 2013 TO
ATTRACT TALENTED
YOUNG PEOPLE
INTO THE INDUSTRY,
BOTH THROUGH
SCHOLARSHIPS AND
VOCATIONAL ROUTES.**

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THE BFC EDUCATION FOUNDATION

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The BFC Education Foundation promotes excellence in design by financially supporting students who are deemed to have the ability and potential to make an exceptional contribution to the fashion industry.

CHARITY TRUSTEES

Sarah Mower MBE
BFC Ambassador for Emerging Talent

Simon Ward (left the BFC in March 2016)
British Fashion Council

Meribeth Parker
BFC Education Pillar

The British Fashion Council Education Foundation is a registered charity in England and Wales with number 1064820.

SCHOLARSHIPS 2015–16

After running MA Scholarships since 1998, the BFC has expanded the scholarship programme to support promising students on BA Fashion design courses in the UK. The plan is to offer BA support at a variety of levels, including to final year students to alleviate the costs of the student's final collection, students in their first year who would be unable to start a BA course without financial support and an exceptional fund to support to those identified by Course Leaders as experiencing unexpected financial difficulty during their studies.

Luxury shoes and accessories brand, Charlotte Olympia, created a new scholarship scheme at Cordwainers at the London College of Fashion, UAL. This is the first dedicated footwear scholarship to be offered by a luxury brand and the first full BA scholarship to launch as part of the BFC Education Foundation new programme.

SUPPORTERS OF THE BFC EDUCATION FOUNDATION

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

SCHOLARSHIP WINNERS 2015 – 16

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CHARLOTTE OLYMPIA BA SCHOLARSHIP WINNER 2015–16

Firdaos Pidau
BA (Hons) Cordwainers Footwear:
Product Design and Innovation

BA CHARLOTTE OLYMPIA PANEL 2015–16

Imran Amed
The Business of Fashion

Helen David
Harrods

Sarah Mower MBE
BFC Ambassador for Emerging Talent

Charlotte Olympia Dellal
Charlotte Olympia

Simon Ward
British Fashion Council

BA SCHOLARSHIP WINNERS 2015–16

Cavan McPherson
Womenswear, Manchester School of Art

Pip Paz-Howlett
Menswear at University of Westminster

Jake Treddenick
Womenswear at London College of Fashion

BA SCHOLARSHIP PANEL 2015–16

Clara Mercer
British Fashion Council

Janet Lance-Hughes
BA Fashion Design with Marketing

Paula Reed
Boutique 1 Group

Sarah Mower MBE
BFC Ambassador for Emerging Talent

Zowie Broach
Royal College of Art

Benny Andallo
Menswear, Central Saint Martins

Gabriella Sardena
Womenswear, Central Saint Martins

Shaun Harris
Womenswear, Royal College of Art

MA SCHOLARSHIP PANEL 2015–16

Aitor Throup
Aitor Throup

Clara Mercer
British Fashion Council

Janet Lance-Hughes
BA Fashion Design with Marketing

Sarah Mower MBE
BFC Ambassador for Emerging Talent

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BA SCHOLARSHIP GRADUATES 2015

Gabriel Castro
First class BA Fashion Design Menswear,
Central Saint Martins

Gabriele Skucas
First class BA Fashion Design Knitwear,
Central Saint Martins

Gabriella Sardena
First class Fashion Design,
Manchester School of Art

Lee Bodkin
First class BA Fashion Design Womenswear,
Central Saint Martins

Sara Brown
First class BA Fashion Design,
The University of Westminster

The BA students selected by the BFC Education Foundation committee 2014-2015 all graduated with First Class degrees, an incredible success rate which has only been made possible by the immense generosity of our donors, to whom we are continually grateful.

FASHION STUDIO APPRENTICESHIP

The BFC is developing the Fashion Studio Apprenticeship, which will open new pathways to the luxury fashion industry for 18 year old school leavers. Its non-design focus will help to develop much needed skills to support a creative director and run a successful fashion business.

The apprenticeship job role (standard) was developed by an employer group chaired by Zoe Olive (formerly of Roksanda) in conjunction with Creative Skillset, and has been approved by Government as part of their Trailblazers scheme.

The apprenticeship has three pathways to enable specialisms to be built; Product Development and Production, Sales and Operations, Fashion and Communications. The University of the Arts London has been appointed as Awarding Organisation to write the qualification ready for the first cohort of students in January 2017.

GRADUATE TRAINEESHIP PROGRAMME

The Graduate Traineeship programme 2015-2016 worked with London based brands House of Holland and E.Tautz, who each employed a graduate from Royal College of Art for a year-long trainee programme- funded by the Fashion Trust members, 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 makes the most of their experience.

The Graduate Traineeship was piloted in 2014-2015 with designers Roksanda and Erdem, and received extremely positive feedback: "I can't praise the programme enough; I feel that it's been a mutually beneficial process that has improved the quality of our output." Roksanda Ilinic, Roksanda, January 2016.

**THE COLLEGES COUNCIL
WAS FOUNDED BY THE
BFC IN 1993 TO CREATE
AN INTERFACE BETWEEN
EDUCATION AND
INDUSTRY. MEMBERS
REPRESENT THE LEADING
FASHION DEPARTMENTS
IN UNIVERSITIES AND
COLLEGES THROUGHOUT
THE UK, AND PROVIDE
OPPORTUNITIES FOR
STUDENTS INCLUDING
EVENTS, SCHOLARSHIPS
AND COMPETITIONS.**

THE COLLEGES COUNCIL

STEERING COMMITTEE

The Steering Committee's role is to provide advice on membership, the needs of the students, Colleges Council competitions and seminars, and offer guidance to ensure delivery of the BFC Education Pillar.

Simon Ward
British Fashion Council (Chair)

Andrew Groves
The University of Westminster

Douglas MacLennan
Northumbria University

Elinor Renfrew
Kingston University

Gilly Staples
Nottingham Trent University

Jo Jenkinson
Manchester Metropolitan University

Louise Pickles
Bath School of Art and Design

Willie Walters
Central Saint Martins

MEMBER COLLEGES

Members are selected for their exemplary education standards and industry links.

Arts University Bournemouth
Bath Spa University
Birmingham City University
Bucks New University
Central Saint Martins
Coleg Sir Gar
De Montfort
Edinburgh College of Art
Falmouth
Glasgow School of Art
Kingston University
London College of Fashion
Manchester Metropolitan University
Middlesex University
Nottingham Trent University
Northbrook University
Northumbria University
Norwich University of the Arts
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 South Wales
University of Salford
University of Westminster
Winchester School of Art

ANNUAL PROGRAMME 2015 – 16

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GRADUATE PREVIEW DAY, MAY 2015

Graduate Preview Day is organised 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 annual Graduate Preview Day, held on Friday 8th May, saw 28 colleges from around the UK attend and showcase the portfolios of their graduating students. As part of the day, a panel of industry professionals selected winners for awards in the following three categories:

PANEL

Betty Jackson CBE

Cassandra Stavrou
Propercorn

Lauretta Roberts
WGSN

Sarah Penny
Fashion and Beauty Monitor

Charlotte Whitehead
BFC

GRADUATE PREVIEW DAY AWARDS

The Fashion Monitor College Portfolio Award in association with the British Fashion Council.
Winner: Royal College of Art

The WGSN Digital Portfolio Award in association with the British Fashion Council.
Winner: University of Salford

The BFC Illustration Award in association with Fashion Monitor
Winner: University of Westminster

During the award ceremony, Simon Ward announced that the Creative Pattern Cutting Seminar, held every year to demonstrate ways of developing new and innovative ideas for design and cut, will be named after the late Anne Tyrrell MBE, one of the UK's fashion industry pioneers and former chair of the Graduate Preview Day's judging panel.

HEADS OF COURSE SEMINAR, OCTOBER 2015

The Colleges Council Heads of Course Seminar informs Course Leaders about the latest developments in the industry and provides insight into the personal and business challenges the speakers have faced. The 2016 Harrods Heads of Course Seminar was held on 30th October at the Harrods Auditorium.

SPEAKERS INCLUDED

Charlotte Olympia

Chiara Gargano
Burberry

Juliet Warkentin
Amazon Fashion

Lauretta Roberts
WGSN

Mary Katrantzou
Mary Katrantzou

Orsola de Castro
Fashion Revolution

Paula Fallowfield
Burberry

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ANNE TYRRELL MBE CREATIVE PATTERN CUTTING, DECEMBER SEMINAR 2015

The BFC invited Peter Pilotto and Christopher De Vos to speak to Caroline Rush CBE as an opportunity for the BFC Colleges Council to learn from fashion heavyweights about the creativity behind their craft.

The conversation was followed by four inspirational speakers to demonstrate a variety of ways in which the valued 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 2015 Creative Pattern Cutting Seminar was held on the 5 December.

SPEAKERS

Belgin Vehbi
Modelling Volume and Drape

David Telfer
Zero Waste Cutting Techniques

Henderson McCue
Cutting Techniques to Create Shape

Juliana Sissons
Geometric Cutting into 3D Shape

FASHION AND BUSINESS SATURDAY CLUB

The Fashion and Business Saturday club provides young people, aged 14-16, the opportunity to study Fashion at their local college or university for free. The aim is to nurture talent, and provide opportunities to go on to further education in the creative industries.

The British Fashion Council are joining forces with the Sorrell Foundation who successfully organise the National Art & Design Saturday Club, in 40 locations and working with over 1,200 young people.

The colleges involved in the Fashion and Business Saturday club will provide expert tuition in a variety of fashion techniques, with a strong emphasis on enterprise skills and industry masterclasses. Manchester Metropolitan, and the University of Brighton have been involved in the pilot, which started in January 2016.

The University of Brighton registered 22 students, including 2 boys, all from lower socio-economic schools. Brighton included a masterclass with the Royal Opera House at the state-of-the-art Royal Opera House Bob and Tamar Manoukian costume centre where students learnt about the skills used in costume design and construction.

Manchester Metropolitan University registered 31 students, including 8 boys, from 16 schools across greater Manchester. Manchester included masterclasses with Nabil Nayal, a BFC Education Foundation alumna, where students explored the use of 3D technology in Fashion and Sportswear.

COMPETITIONS

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

BURBERRY FASHION DESIGN COMPETITION

The Burberry Fashion Design competition allowed students to explore construction innovation and new use of materials as well as service to the customer to define a new type of luxury, the brief could be interpreted as menswear, womenswear, knitwear or accessories.

The first prize was an award of £2000 and a paid internship which was awarded to Mark Glasgow from the Royal College of Art, while the top two runners up; Caroline Day, Westminster University and Olivia Overton, Middlesex University will receive a three month internship with Burberry design team.

TOPSHOP/TOPMAN GRADUATE DESIGN COMPETITION

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

The selection committee comprised of TOPSHOP, TOPMAN and BFC representatives. The winners were Jessica Herndlhofer from Huddersfield University, for the TOPSHOP prize and Jonathan Douglas from the Glasgow School of Art, for the TOPMAN prize.

WAREHOUSE, MAY 2015

For the seventh 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 students whose final collections showed exceptional design ability, innovation and relevance to the current and future aesthetic of Warehouse.

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

**BRITISH
FASHION
COUNCIL**

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