

# **LONDON FASHION WEEK**

**18-22 SEPTEMBER 2015**

**PRINCIPAL SPONSOR**

 **sunglass hut**

## **LONDON FASHION WEEK CAMPAIGN BRIEF**

**SPRING/SUMMER 2016**

April 2015

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## 1.0 INTRODUCTION

**London Fashion Week (LFW)** is one of the most high-profile fashion events in the world and one of the 'Big Four' alongside New York, Milan and Paris.

Organised by the British Fashion Council, London Fashion Week has become renowned for its creativity and for showcasing emerging design talent and established brands alike, during a citywide celebration of fashion.

### 1.1 BRITISH FASHION COUNCIL

The British Fashion Council (BFC) is a not-for-profit organisation that is committed to developing excellence and growth in a sector that is a significant contributor to the British economy. By nurturing and supporting designer businesses, the British Fashion Council promotes British fashion talent to a global audience.

Based in London and formed in 1983, the BFC is funded by industry patrons, commercial sponsors and the government including the Mayor of London and the European Regional Development Fund. It aims to further the interests of the British fashion industry and its designer businesses by harnessing and sharing collective knowledge, experience and resources of the sector. It leads the industry through creative influence and is strategically repositioning British fashion in the global fashion economy.

The BFC has five strategic pillars; Business, Education, Innovation & Digital, Investment and Reputation and has appointed pillar presidents to help drive each element forward.

**Business;** focus on mentoring programmes to create new opportunities that support and develop more businesses.

**Education;** 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 nurture future fashion business leaders.

**Innovation & Digital;** help British designers lead in innovation and digital by developing and improving their online presence and provide access to the BFC's network of experts in this field.

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

**Reputation;** increase the international profile of British fashion and BFC-led events and initiatives, working with strategic partners globally to champion British fashion.

## 1.2 LONDON FASHION WEEK

Taking place twice a year in February and September, London Fashion Week showcases over **250 designer collections** to a global audience of buyers, influential media and consumers over 5 days. It generates in excess of **£160million in media coverage** each season and over **£100million of orders** is placed during the event. The UK fashion industry employs almost **800,000 people** and contributes **£26billion** to the UK economy each year.

Since its inception in 1984, London Fashion Week has consistently showcased some of the world's most innovative emerging designers and established international brands. The official Show Schedule consists of catwalk shows and presentations from designers including **Anya Hindmarch, Burberry Prorsum, Christopher Kane, Erdem, Mary Katrantzou, Peter Pilotto, Tom Ford** and **Vivienne Westwood**. In addition to the schedule, the Designer Showrooms provide a platform for UK and international designers to engage with buyers and press showcasing collections from over **180** ready-to-wear and accessories brands each season.

Over **5,000 visitors from over 60 countries** attend London Fashion Week including buyers, journalists, bloggers, broadcast crews and photographers. The British Fashion Council's International Guest Programme enables the most influential and relevant buyers and press to visit London. It is estimated that this programme alone generates over £65million of orders (of a total £100million), while media coverage from the International Guest Programme journalists exceeds £120million (of a total £160million).

London Fashion Week has consistently led the way in digital innovation in comparison to New York, Paris and Milan. London was the first fashion week to live stream catwalk shows online to a global audience and in 2010 launched a dedicated Digital Schedule. British brands such as Burberry and Topshop Unique have seen a huge return from investing in their digital strategies and putting digital at the forefront of their campaigns. Through

our relationships with tech companies such as Google, Facebook and Twitter we continue to support designers to build digital strategies and embrace technology to drive the industry forward.

London Fashion Week is primarily a trade-focused event but has increasingly become an opportunity for all our partners including designers, retailers and corporate sponsors to engage with and target consumers. Our aim is to increase this city-wide celebration. Specifically through digital channels, there are more ways than ever for consumers to access engaging fashion content. During LFW, there is over **330,000 mentions of hashtag #LFW** on Twitter, over **120,000 images** added to Instagram with #LFW and live streams are watched in over **190 countries** globally.

LFW is funded by Official Sponsors, Suppliers and Funders. **Sunglass Hut is the new Principal Sponsor**, taking over from Vodafone and have signed a three year contract (six seasons). September 2015 will be their first season.

For over forty years, Sunglass Hut has been retailing premium eyewear and has over 3,000 stores worldwide. Owned by Luxottica, the world's largest eyewear company, Sunglass Hut has a global presence in territories including Australia, Hong Kong, the Middle East and the United States. Their aim through the sponsorship is:

- a) To establish Sunglass Hut as the authority and key destination for fashion, style and premium sunglasses
- b) To increase the trust & respect of their consumers
- c) To improve their fashion credibility
- d) To activate their LFW association and sponsorship during the event through an innovative digital strategy

The British Fashion Council has been awarded funding through the European Regional Development Fund to promote London's creative fashion design talent to key international audiences. ERDF funding is being used to support London Fashion Week.

With invaluable support from all LFW Official Sponsors, Suppliers and Funders, London continues to reinforce its reputation as a global capital of creativity and innovation as well as a centre for business.

## 1.3 SECTOR ANALYSIS

### NEW YORK

<b>KNOWN FOR</b>	Commercial, cool, casual
<b>BRANDS</b>	Alexander Wang, Coach, DKNY, Diane von Furstenberg
<b>ORGANISERS</b>	New York City Fashion Week - CFDA Made Fashion Week – Milk Made Mercedes-Benz Fashion Week - IMG
<b>PRINCIPAL SPONSOR</b>	Various
<b>SIMULTANEOUS TRADESHOWS</b>	Coeur, Tranoï, Capsule, Atelier Designers, CurveNY, d&a, Woman, Thenticau, Accessories The Show, Coterie, Edit, Frame, Moda, Sole Commerce, Stitch, Tmrw

### LONDON

<b>KNOWN FOR</b>	Creativity, emerging talent, heritage brands, innovation, street style
<b>BRANDS</b>	Burberry, Christopher Kane, Erdem, Simone Rocha, JW Anderson, Mary Katrantzou
<b>ORGANISERS</b>	London Fashion Week – British Fashion Council
<b>PRINCIPAL SPONSOR</b>	Sunglass Hut
<b>SIMULTANEOUS TRADESHOWS</b>	London Fashion Week Designer Showrooms, Pure, Scoop

### MILAN

<b>KNOWN FOR</b>	Classic, tailoring, opulence, glamour
<b>BRANDS</b>	Dolce & Gabbana, Gucci, MaxMara, Prada, Pucci, Versace
<b>ORGANISERS</b>	Milan Fashion Week - Camera Nazionale della Moda Italiana
<b>PRINCIPAL SPONSOR</b>	N/A
<b>SIMULTANEOUS TRADESHOWS</b>	MIPAP, Super & White Milano

### PARIS

<b>KNOWN FOR</b>	Luxury, high fashion, chic, global brands
<b>BRANDS</b>	Balmain, Balenciaga, Chanel, Dior, Lanvin, Louis Vuitton
<b>ORGANISERS</b>	Paris Fashion Week - Fédération Française de la Couture
<b>PRINCIPAL SPONSOR</b>	N/A
<b>SIMULTANEOUS TRADESHOWS</b>	MeMy Mode, Capsule, Woman, Sip Zone, Venddôme, Tranoï, Première Classe, The Box

## **EMERGING FASHION WEEKS**

Other up-and-coming fashion weeks identified as noteworthy by our press and buyers:

Berlin Fashion Week

Copenhagen Fashion Week

Hong Kong Fashion Week

São Paulo Fashion Week

Tokyo Fashion Week

## **OTHER GLOBAL EVENTS OF NOTE:**

### **FRIEZE ART FAIR & FRIEZE MASTERS**

An international contemporary art and master painting fair that takes place annually in London's Regents Park.

### **MILANO SALONE DE MOBILE**

The Milan furniture fair where contemporary designers debut new work, setting global trends for the home furnishing sector.

### **ART BASEL**

Global contemporary art shows held in Basel, Miami and Hong Kong.

### **SXSW**

A set of interactive film and music festivals and conferences that take place early each year in Austin, Texas, United States.

### **LA BIENNALE DI VENEZIA**

A biannual festival of art, theatre, music, dance, film and architecture held in Venice with pavilions hosted by over 50 countries.

### **TASTE FESTIVALS**

The world's leading restaurants take part in food festivals in Amsterdam, Dubai, London, Milan, Paris, Sydney and Toronto.

### **FESTIVAL DE CANNES**

The annual Cannes International Film Festival celebrates new films of all genres from around the world with previews and awards ceremonies.

### **WORLD ECONOMIC FORUM**

An annual meeting in Davos, Switzerland committed to improving the state of the world by engaging business, political, academic, and other leaders of society to shape global, regional, and industry agendas.

## 1.4 SPRING/SUMMER 2016 DETAILS

London Fashion Week SS16 will take place from **Friday 18<sup>th</sup> – Tuesday 22<sup>nd</sup> September 2015**.

The Designer Showrooms will be open from 09.30 – 19.00 daily with the official catwalk, digital and events schedules spanning the full five days – details to be announced nearer the time.

Somerset House has been home to London Fashion Week for the past 5 years. Other previous venues include the Natural History Museum, Duke of York's Square and Battersea. September will see a potential change to a new central London location, which will be the next stage in the evolution of London Fashion Week. This will be announced on **Monday 27<sup>th</sup> April**.

## **2.0 ANALYSIS OF CURRENT SYSTEM – AUDIENCES**

The London Fashion Week audience can be divided into the following categories:

### **DESIGNERS**

High-end designer fashion brands that showcase in London, either on the Show Schedule or in the Designer Showrooms. The breath of talent spans from emerging designers and small designer businesses to contemporary brands and established global brands.

You can see the list of designers on the [londonfashionweek.com](http://londonfashionweek.com).

### **BUYERS**

Buyers from around the world who attend the shows and showrooms to view the collections and potentially place orders. This includes multiband retailers, department stores and global online retailers.

Examples include buyers from Matches, Harrods & Selfridges in the UK to Printemps in France, SAKS Fifth Avenue in the United States & Joyce in Hong Kong.

### **PRESS**

Journalists and reporters from international fashion publications and newspapers who report and review the collections in over 60 countries. This is divided by 'UK' and 'international' and spans from broadcast, broadsheets, monthly magazines, online editors, bloggers and UK correspondants.

Examples include Lisa Armstrong of the Daily Telegraph, Suzy Menkes of Condé Nast International and Francesca Fearon of the South China Morning Post.

### **VIP GUESTS/INTERNATIONAL GUEST PROGRAMME**

Key industry influencers, celebrities, and the most influential members of the press and high-value ordering buyers who are invited to London as part of the BFC's International Guest Programme to guarantee a high quality of attendees.

### **OFFICIAL SPONSORS, SUPPLIERS & FUNDERS**

Corporate partners that invest in London Fashion Week through sponsorship, supplying of product/services or public funding in return for the association with a world-class fashion event and to promote British fashion.

Examples include Sunglass Hut (Principal Sponsor) Toni&Guy (Official Sponsor), Penhaligon's (Official Supplier) and Mayor of London (Official Funder).

### **PHOTOGRAPHERS & BROADCASTERS**

Photographers and film crews capturing still imagery and footage of the event who work for particular publications or on behalf of agencies. Images and footage are syndicated out to a global audience. The BFC also have an in house crew for video and photography.

Examples include BBC, Catwalking.com, Now Fashion, Reuters and Getty Images.

### **RETAILER OUTREACH/CITY WIDE CELEBRATION**

Retailers, including designer flagships, high-street chains and department stores, are invited to celebrate London Fashion Week in store and online to build the city wide celebration. This includes special window displays, hosting in-store offers and events or promotions/editorial coverage online. Other opportunities include live streaming or access to on demand video highlights content.

The New West End Company (NVEC) encourages stores along Oxford Street to join the celebration of London Fashion Week each September and The Regent Street Association collaborates with the Royal Institute of British Architects to produce special window installations that coincide with London Fashion Week and the London Design Festival.

Examples of stores that often participate include DAKS, House of Fraser, Jigsaw, Liberty and Selfridges.

### **EXTERNAL CONTRACTORS & AGENCIES**

The British Fashion Council works with a number of external contractors to create and deliver London Fashion Week. This includes production agencies that build the show space and showrooms, creative agency, web agency, registration and database management agency and media distribution partners.

Examples include Bacchus (production), Blonstein (signage, branding), EAS (registration and database management), Winona (web agency) and Rightster (media distribution).

### **BFC PATRONS**

Corporate partners that support the British Fashion Council annually through patronage as part of their philanthropic support programmes. This gives them access to BFC events including London Fashion Week.

A full list of Patrons can be found online at [britishfashioncouncil.com](http://britishfashioncouncil.com)

## **CONSUMERS**

Fashion fans who can't directly attend LFW however can experience LFW through retailer activation or have access through digital channels such as social media and live streaming.

Following LFW, London Fashion Weekend is a ticketed shopping event which is open to the general public.

These audiences are currently communicated to through a variety of channels depending on their respective requirements. This is outlined in more detail in the attached channel document (see appendix A.1).

## **2.1 STATEMENT OF CHALLENGES**

Some key challenges faced by the various audiences:

### **BFC CHALLENGES**

- Audiences; meeting the needs of all LFW key stakeholders. Each of these audiences (outlined below) all have very different requirements not just during the event but throughout the whole year
- Reputation; reinforcing LFW and London as the centre for business and creativity. LFW SS16 will focus on the BFC's Reputation pillar with the aim of developing key audiences and increasing the international profile of the British fashion industry
- Communication; identifying key touch points and developing a multi-channel communication strategy targeted for each LFW audience

### **DESIGNER RELATED CHALLENGES**

- Resources: creating content that effectively supports designers and their activity over the event
- Reach; helping facilitate the attendance of key press and buyers to designer shows/presentations/designer showrooms through relevant channels

### **BUYER RELATED CHALLENGES**

- Communication: effectively communicating key news to UK and international buyers - this is especially important for registration and encouraging buyers to register online pre LFW
- Attendance: improving the attendance of buyers visiting the designer showrooms - while the quality remains consistent, the number of buyers attending the designer showrooms has declined in recent seasons
- Resources: improving their LFW experience when they are constrained by packed diaries and a lack of time

### **PRESS RELATED CHALLENGES**

- Communication: effectively communicating key news to UK and international press. Press receive a huge volume of information from the BFC throughout the year across all our events and initiatives
- Attendance: improving attendance at the Designer Showrooms
- Resources: identifying key resources to improve their LFW experience when they are constrained by packed diaries and a lack of time

## **CONSUMER RELATED CHALLENGES**

- Communication; effectively communicating LFW to a consumer audience and identifying ways in which they can get value out of an event that they can't directly attend
- Content; providing relevant content through appropriate channels and encouraging consumers to interact with the brand
- Reputation: increasing consumer awareness of LFW on a global level

## **SPONSOR RELATED CHALLENGES**

- Communication: effectively communicating with sponsors in the run up to the event to ensure key deadlines are met (e.g. sponsor ads in printed collateral etc). Ensuring sponsors are aware of the venue change and opportunities that this can provide.
- Content: making bespoke content during LFW with fairly limited access for their own photographers/videographers and using this content to communicate to their audiences, positioning themselves as credible, high end brands
- Engagement: increasing engagement and reach through their LFW activation to justify the costs involved when sponsoring the event

## **RETAILER RELATED CHALLENGES**

- Communication: effectively communicating with retailers in the run up to the event - normally this is a last minute thought and window displays/activation in store are planned months before LFW. Inspiring the retailers to get involved.
- Content: Offering retailers content that they can use in store which is appealing to their customers – currently we only provide the LFW logo
- Reputation: Making them understand they're in a key position to target consumers during LFW

## **PHOTOGRAPHER RELATED CHALLENGES**

- Communication: assisting photographers and broadcasters in registering pre-event, briefing them about mark-up and accreditation collection and communicating show access and venue information during the event along with providing a place for them to work in
- Content: Supplying physical accreditation, list of shows accepting BFC accreditation and schedules.
- Reputation: Making it as easy as possible for them to achieve what they need to during the week.

## **2.2 STATEMENT OF OBJECTIVES**

### **CAMPAIGN OBJECTIVES**

- To build the global awareness and reputation of London Fashion Week while creating a city wide celebration of the event
- To create a simple, clear and flexible multi-channel creative campaign which is relevant for all key audiences pre, during and post the event
- To adequately support the potential venue change and respective concerns of each audience through a targeted communications plan
- To create a campaign that is led digitally, with an emphasis on engaging, creative content
- To reinforce London's reputation for creativity and innovation
- To clearly support the London Fashion Week message and create a campaign which can be developed season on season

### **BFC OBJECTIVES – FOR REFERENCE**

### **DESIGNER OBJECTIVES**

- To successfully sell the benefits of the official LFW venue to designers as a desirable space for them to showcase collections, meet relevant trade and do business
- To develop content that supports all designers on-schedule and in the designer showrooms across all LFW channels
- To find new ways that encourages and helps key press and buyer attendance at designer shows and showrooms throughout the event

### **BUYER OBJECTIVES**

- To streamline comms and improve the number of buyers registering online before LFW
- To improve buyer attendance at the Designer Showrooms and promote as an easy-to-navigate and desirable space to meet designers and buy collections
- To develop content and identify key channels to improve their LFW experience

### **PRESS OBJECTIVES**

- To streamline comms and improve the number of press registering online before LFW
- To improve attendance at the Designer Showrooms and promote as an easy-to-navigate and desirable space to meet designers

- To develop content and identify key channels to improve their LFW experience

### **CONSUMER OBJECTIVES**

- To streamline comms and grow the LFW database of consumers
- To create a campaign and develop content that is engaging, recognizable and interactive for consumers specifically through digital channels
- To increase awareness of LFW around the city and on a global level

### **SPONSOR OBJECTIVES**

- To ensure sponsors have an effective presence in the new venue and that their on site activation is engaging, interesting and relevant
- To develop a campaign that sponsors can share across online channels as well as in store (if relevant)
- To work closely with sponsors to help develop bespoke content for their audiences
- To ensure the sponsor relationship with the BFC and LFW is credible

### **RETAILER OBJECTIVES**

- To improve comms and reach out earlier with retailers in the build up to LFW
- To improve our offering and provide content that they can use and adapt in store and online
- To increase the number of stores celebrating LFW, through dedicated store windows, in-store events or offering special discounts (especially in oxford street, regent street, soho area)

### **PHOTOGRAPHER OBJECTIVES**

- To ensure that only the relevant photographers attend the event and have access to the shows
- To improve comms with the most important agencies and photographers to ensure that they have the best possible experience and are able to efficiently and easily meet deadlines

### **VIP OBJECTIVES**

- To create a bespoke, luxury experience and service for key VIP guests

### **3.0 PITCH DELIVERABLES**

- LFW campaign ideas and how this would work across multiple channels, for multiple audiences
- Ideas for the LFW Preview paper
- Budget – Creative ideas based on an annual retainer and rough production values
- Ideas of how to create a city wide celebration that is recognised globally

### **3.1 BUDGET**

Creative Fee: £75,000 per annum

Production: TBC (previously around £60,000 per annum)

*The BFC reserves the right to change the length of contract and value should there be a change in our requirements.*

### **3.2 PROJECT TIMELINE & DEADLINES**

**W/C Monday, 20<sup>th</sup> April 2015**

BFC release LFW campaign brief

**W/C Monday, 20<sup>th</sup> April 2015**

Briefings – initial meeting with creative agencies

**Monday, 27<sup>th</sup> April 2015**

Venue announcement and registration opens

**W/C Monday, 4<sup>th</sup> May 2015**

Creative agencies to pitch to BFC

**W/C Monday, 11<sup>th</sup> May 2015**

BFC to commission chosen creative agency and feedback on initial pitch

**May/June**

Development of campaign

**W/C Monday, 20<sup>th</sup> July 2015**

Provisional show schedule is released and campaign released

**W/C Monday, 31<sup>st</sup> August 2015**

Designer Showrooms Preview paper dispatched to all pre-registered guests

**Friday, 18<sup>th</sup> – Tuesday, 22<sup>nd</sup> September 2015**

London Fashion Week SS16