



EUROPEAN UNION
Investing in Your Future
European Regional
Development Fund 2007-13

**LONDON
FASHION
WEEK**
18-22 SEPTEMBER 2015
PRINCIPAL SPONSOR
 **sunglass hut**

SS16 PRODUCTION BRIEF

Event Overview

London Fashion Week (LFW) is one of the highest profile fashion events in the world and one of the 'big four' international catwalk influencers. The event is organised by the British Fashion Council (BFC) and funded by a number of sponsors (including principal sponsor Sunglass Hut). LFW puts London and British fashion firmly on the global stage; it is estimated that orders of over £100m are placed during LFW each season - the International Guest Programme alone generates over £50m of orders. Over 5,000 visitors attend: buyers, TV & radio crews, journalists and photographers. Media coverage equals or exceeds most major news and international sporting events.

The British Fashion Council is looking at a new approach for the venue at London Fashion Week. For the past six years, the structure in the courtyard at Somerset House has served as central show venue, supported by the designer exhibition within Somerset House. From September 2015, the BFC is looking at a new multipurpose venue to host a catwalk, designer exhibition, sponsor activations and hospitality.

The British Fashion Council is looking to appoint a production company that specialises in fashion events.

The LFW Audience

- Accredited UK & International Media & Buyers
- BFC Guests
- Commercial partners and sponsors

VENUE

NCP, Brewer Street, London, W1F 0LA

The carpark, located in the heart of Soho will become the official BFC Showspace as well as the Designer Showrooms taking over 2 floors of the carpark. The space will also house Registration, Photographers Centre, Corporate Hospitality and sponsor activation.

OVERVIEW

Objectives

- Create a new experiential focused concept for all audiences
- Produce a high end designer showroom and catwalk space to serve the designers, sponsors and audience needs
- Consider the BFC creative vision delivering a curated concept and luxury experience for guests, upholding LFW brand guidelines
- Creatively embrace the surroundings of the venue
- Investigate opportunities into external projection for 'Live Streaming' LFW catwalk shows, also consider local areas and Piccadilly Circus.
- Create an adaptable catwalk space to accommodate an array of LFW designers both in size and creative execution
- Design a stylish and contemporary showroom that complements the individual designer needs within their stand area
- Luxurious lounge area that promotes a professional working environment and also serves as a 'hang out' spot
- Have an open channel of communication with LFW sponsors and partners
- Provide venue management of all operational and technical requirements, managing the site on behalf of the BFC, its partners and sponsors

AREA SPECIFIC REQUIREMENTS

Third Floor - BFC Show space

- Create an innovative, modern and adaptable catwalk design which offers designers the opportunity to make it their own
- Seating for a minimum of 600 people with a front row of no less than 120
- Standing space for an additional 100 people
- Photographers platform with optimum positioning for up to 80 photographers
- The ability to scale capacity up and down at the request of the designer and also host talks and presentations for a consumer and industry audience
- Smooth arrival process for all guests and clear access routes
- Two fully functioning Backstage areas with a substantial 'lineup' area and hair and makeup stations for 24 models
- Production space for livestreaming
- Designer liaison for production capabilities and load in/out of shows
- Completion of all risk and method statements
- Production Manuals for Designers using the show space

Second Floor - Designer Showrooms

- Divide the space available to offer a clear and easy to navigate guest route
- Overall design is to be light and in line with LFW creative campaign
- Exhibition space for up to 180 designers (final number tbc)
- Distinct areas and the approximate space offered for the following categories. RTW contemporary: 200 sqm, RTW Emerging: 55 sqm, Accessories: 230 sqm (including bags, jewelry, shoes, millinery, scarves and eyewear) Multi-brand: 350sqm
- Detailed working floor plans of exhibitor space and update this throughout the BFC designer contracting process
- Up to 60sqm of dedicated meeting space for designers
- Registration Point for buyers, press and general enquiries
- Production support across all areas of the showroom, which include:
 - Reception space with catering outlet and screens for digital content
 - Lighting and Sound equipment
 - Consistent furniture including rails, plinths, console tables, storage
 - Supervision of furniture and designer load in
 - Signage for each designer area
 - Production Manuals for Designers exhibiting
 - Catering outlet - Lavazza Self Service machine and Water dispenser

Corporate Hospitality

- Lounge Area for up to 30 guests
- Easy access to the show space
- Catering outlet – serviced with light catering/ refreshments

Photographers Centre

Working environment for up to 60 photographers

- High speed Wi-Fi for photographers to upload images after each show
- Additional power sockets
- Catering station - Lavazza Self Service machine and Water dispenser

Sponsor Activity

- Pre – event liaison with BFC Events and Sponsor team to meet sponsors requirements
- Management of Sponsor Load In / Out

DELIVERABLES

- Venue management and liaison on operational and technical requirements, including managing the site on behalf of the British Fashion Council, its partners and sponsors.
- Technical production and support across all areas of the event, which include: guest entrance/reception, event spaces & lounge
- Production support to all London Fashion Week designers who are showcasing within the BFC Show space and presentation spaces. Production team to fully support the designers creative vision and to provide appropriate solutions/guidance with all production enquiries as well as working cooperatively with any external production & PR companies.
- All activity to be fully compliant with health and safety legislations.
- Creative Direction on VIP areas and general event spaces. Following on from the aesthetic direction supplied by the creative agency; a synergy should be created between digital marketing campaign and the onsite creative. 3D renders, floor plans and detailed layouts to be supplied.
- Designing the London Fashion Week signage bible as well as developing critical paths that allow all relevant departments to follow an integrated and efficient approach to delivery. (Creative brief to follow with separate budget.)
- General project management: creation of event production schedule; itemised budget breakdowns; council liaison; regular update meetings and weekly status report.
- Digital Content – Managing all large format screens across sites. 15 - 20 digital ad panels situated across the venue, displaying sponsor content and LFW daily highlights footage. Liaising directly with relevant BFC departments to meet deadlines. Managing content for screens within the catwalk space, ensuring delivery is appropriate to audience/ engaging/ exciting.

SCHEDULE OF ACTIVITY

Set-up dates: 14th – 17th September tbc

Live dates: 18th – 22nd September

Breakdown date: 22nd - 23rd September

Budget - £350,000 this should include all production costs, fees & expenses

Deliverables & Timeline

Creative concept to be presented to the British Fashion Council on 28th April 2015.

To include the following:

- An overall creative concept
- 3D renders
- Detailed layout of each event area
- Timelines for production, creative and marketing
- Suggest organogram and timeframe of employment
- Itemised budget breakdown with cost options for both 1 and 2 season agreement

Please Note:

The British Fashion Council (BFC) has been awarded funding through the European Regional Development Fund to support promoting London's creative fashion design talent to key international audiences.

ERDF funding is being used to support London Fashion Week, a biannual showcase of brands and businesses to support them to increase their international sales. Further information about London Fashion Week can be found at

<http://www.londonfashionweek.co.uk>