

**LONDON  
FASHION  
WEEK**

PRESENTED BY 



**European Union**  
European Regional  
Development Fund

## PROPOSAL CONTEXT

The British Fashion Council's purpose is to harness the collective power of the industry to enable sustainable growth. We strive to drive excellence, excitement and business opportunities for the sector, building the reputation of British fashion and designers globally, focusing on creativity, innovation and business.

London is the global fashion capital known for creativity, innovation and business. London Fashion Week (LFW) has consistently showcased some of the world's most innovative emerging designers and established international brands, underpinning the capital's reputation as the global home of fashion, creativity and business. Fashion plays an important role in the fabric of London and we are proud to be innovators and creative disruptors in our industry. We fly the flag for British fashion internationally and build on London's reputation as the most influential stage for fashion.

The BFC encourages a culture which empowers, values, nurtures, supports and rewards its employees and promotes a positive environment with a focus on team collaboration and open communication. The BFC is committed to being an Equal Opportunities Employer. Diversity, Equality and Inclusion. They're more than just words. We are inclusive. We celebrate and champion multiple approaches and points of view.

We believe diversity drives innovation. So together we're building a culture where difference is valued. Our commitment to inclusion across race, gender, age, religion, identity, disability and experience drives us forward every day internally and externally. Everyone is welcome, as an inclusive workplace the BFC encourages our employees to bring their true self to work and we commit to develop your skills and advance your careers in a culture of creativity. Read our full Diversity and Inclusion policy [here](#).

We are seeking a creative team that can help us deliver the London Fashion Week highlights films each season, consisting a daily short form film and a longer form overall highlights for distribution across all BFC owned social media platforms, partners channels

and to media.

## **LONDON FASHION WEEK**

London has the reputation of being one of the leading fashion capitals in the world. LFW is a trade-focused event that primarily attracts international press, buyers and key opinion formers from over 60 countries. They also attract a consumer audience through the distribution of content globally and increasingly through attendance to events.

London Fashion Week is the world's most influential stage for fashion and lifestyle, known for excellence. It encapsulates a luxurious high-end perspective and experience, alongside the creativity and emerging talent element. LFW is a diverse celebration of fashion, music, art and London culture. It is the city to discover and explore talent and creativity.

From February 2021, Clearpay are the Principal Partner of London Fashion Week. This new two-year partnership will champion British fashion, support the UK retail industry, and give consumers more access to the designers and brands they love.

Known for its exceptional creative talent, from young designers to global luxury brands, London Fashion Week aims to work with Clearpay, a leader in responsible "Buy Now, Pay Later" payments known as Afterpay outside of the UK, to enable growth for the British fashion industry. Seamless integration of Clearpay across all creative campaigns surrounding London Fashion Week are vital to the success of the partnership and the creative itself.

In 2020, the BFC launched the [Institute for Positive Fashion](#), our mission is to achieve a more sustainable fashion industry achieved through global collaboration and local action. With this in mind, we are looking to reduce the impact our events have on the environment so this must be considered as part of your tender. Please use sustainable practices and suppliers.

## **LONDON FASHION WEEK SEPTEMBER 2021**

London Fashion Week presented by Clearpay, will run from Friday 17th to Tuesday 21st September 2021 as a physical-digital hybrid, marking a long-awaited cultural reopening of London.

The September event will incorporate catwalk shows, presentations, appointments, events, digital content and activations throughout London. In partnership with its Principal Partner Clearpay, London Fashion Week will celebrate the reopening of London by relaunching a City-Wide Celebration programme across the capital, making the best of British fashion

accessible to consumers, supporting retail to get back on its feet and opening London Fashion Week to new audiences and communities. The dynamic schedule, open to all, will include events and activations in partnership with key retailers, cultural institutions, and businesses.

## **LONDON FASHION WEEK – CONSUMER AUDIENCE**

London Fashion Week is the first of the four global fashion weeks to invite the public to experience, and the audience is aligned with an affluent and fashion industry aware consumer.

Consumers experience LFW through various digital channels such the London Fashion Week platform, social media and live streaming, and through the activity that takes place throughout the city. With this comes the challenge of ensuring that the specific audiences of trade and consumer are spoken to appropriately, with an overarching creative that resonates with both the individual and shared audiences.

## **PROJECT SUMMARY**

To create an exciting, imaginative and authentic series of highlights films that showcase the experience of London Fashion Week. Have a team attend the physical events to ensure you are capturing interviews with key voices to drive the narrative of the film, work with the creative team to ensure coherence of assets across all digital outputs and work closely with the communications team to disseminate key messages throughout the content.

## **OUR AUDIENCE**

The make-up of our audience is varied and multidisciplinary. Some key groups consist of:

- Designers
- Consumers
- Media & Press
- Retailers & Buyers
- Sponsors & Partners
- Patrons
- The Fashion Industry
- BFC Network

Your proposal should demonstrate an understanding of these groups and their respective needs against each event. It should be mindful that our audience are visually elite and typically characterised by an understanding of the creative spheres. It's important that the creative execution of our digital and physical presence reflects this.

## PROJECT AMBITION

With digital at the forefront, driven by creative storytelling, our ambition is to build the reputation of London Fashion Week globally and engage key target LFW audiences. A digital output should be created which rivals physically being present at fashion week – promoting designers internationally.

To establish a clear identity and distinguished brand message reinforcing London's reputation for creativity and innovation.

Creative consistency and understanding of channels, driving content discovery, further engagement and conversions across the events. Promoting advocacy for the British fashion industry and uncovering new opportunities in the US, China, Europe, UK, South Korea, Japan.

Collaborate with partners and creatives to deliver value, reach new audiences, increase engagement and encourage sharing.

To ensure London stands out against Paris, Milan, New York and other major fashion cities.

## KEY PRINCIPLES

### CREATIVITY, BUSINESS & INNOVATION

The platform should have aspirations to be as progressive as our organisation and the designers we represent, delivering a best-in-class execution.

### DISCOVERY

Our mission is to inform, educate and inspire.

### POSITIVE FASHION

Positive Fashion is integral to all aspects of our activity, and consists of three key pillars; Environment, People, Craftsmanship & Community.

### DESIGNERS

The British Fashion Council exists as a global platform for British designers. They should be front and centre of the work that we do.

### DIGITAL

LFW should be at the forefront of technological innovations to engage audiences and provide new and effective methods for interaction regardless of geography.

## YOUR PROPOSAL SHOULD DEMONSTRATE

- An understanding of the purpose of LFW and the different audiences that the event speaks to
- An understanding of the British Fashion Council and what we do, celebrated through the framework of LFW
- How to be representative of the huge scope of designers in London from the emerging to the established, from contemporary to classic
- Meaningful consideration of the KPIs across all events, including user journey and digital interaction
- Seamless integration of headline partner across the LFW films
- Experience and creative examples of optimising content for various social channels
- Experience using animations, voice overs and other creative solutions
- How to integrate other creative cultural spheres e.g through music collaborations

## PROJECT TIMELINE

First Response deadline: 5pm Friday 23rd July 2021

Initial Pitches: W/C Monday 2nd August 2021

## KEY DATES

London Fashion Week 17th - 21st September 2021

London Fashion Week 18th - 22nd February 2022

London Fashion Week September 2022

London Fashion Week February 2023

London Fashion Week June 2023

London Fashion Week September 2023

## BUDGET

Estimated budget £60,000- £80,000 to cover six events across two years. This fee is an estimate to cover standard deliverables but would be subject to discussion and agreement of project based production schedules and costs.

Requirements and dates may be subject to change. This is a two year contract with a 12 month break clause.

Additionally, all employees working on the project, including interns, must be paid National Minimum Wage.

## TENDER PROCESS

Please submit a short tender response to the above brief. Submissions should be kept concise but should include the following:

- Your initial response to the brief
- Overview of company and why you are best suited to the project
- Overview of team and resources
- Examples of previous relevant work
- Budget overview, including pricing structures should our requirements change and an estimate of development costs

The procurement of this contract and invitation to pitch will be via a one-stage invitation to tender process (with no pre-qualification questionnaire stage). However, tenders received will be tested against minimum essential selection criteria on a pass or fail basis. Those that pass will then be scored against the award criteria set out below.

The selection will be based on:

- Examples/testimonials from previous work
- Previous experience in and understanding of the fashion industry

Tenders that pass the selection process will then be considered against the following award criteria:

Award criteria	Maximum score	Weighting
Your understanding of the aims of the brief, overall quality of response and creative examples	5	40%
Value for money – please submit a concise budget	5	30%
Your capabilities to deliver on this brief, including staffing	5	30%
<b>Total score</b>	<b>15</b>	<b>100%</b>

Weighting: 1 = Poor 5 = Excellent

All tender submissions must be received by 4pm Friday 23rd July 2021. Responses received after this deadline will not be accepted.

We often receive several tenders just before the deadline; we recommend that you submit your response an hour beforehand, to give us time to check it and alert you of any technical problems with files.

Responses should be emailed to [emma.early@britishfashioncouncil.com](mailto:emma.early@britishfashioncouncil.com).

A shortlist of the highest scoring tenders will be invited to pitch. Interviews will take place during w/c Monday 2nd August 2021.

Please note that in order to maintain fairness in the tendering procedure we are unable to answer any questions relating to this ITT.

## ADDITIONAL INFORMATION

The British Fashion Council 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 biannual showcases of brands and businesses to support them to increase their international sales. Further information can be found at [www.londonfashionweek.co.uk](http://www.londonfashionweek.co.uk)

The BFC aims to ensure that the purchase of goods/services/works using public (ERDF) funds is fair, open, transparent, objective and non-discriminatory, in order that taxpayers' money is utilised properly. Opening opportunities to competition promotes efficiency and effectiveness in the use of public funds, whilst ensuring that value for money is achieved not just by looking at price, but also other criteria such as quality and innovation.

The process applied to the award of this contract will:

- Include processes to manage potential conflicts of interest
- Impartially assess each tender against the criteria outlined in this invitation to tender
- Select the winning bidder on merit and in accordance with the procedure laid down at the outset
- Provide feedback to all bidders on the outcome of the process
- In accordance with best practice, ensure a standstill period before issuing contracts

All complaints will be handled in a fair and transparent manner, in accordance with the BFC's Complaints Policy.

Tenderers should note that their responses will be retained and may be inspected under audit by officers from ERDF and DCLG.