

# LONDON COLLECTIONS: MEN

PRESS RELEASE  
8<sup>TH</sup> JANUARY 2015

FACTS AND FIGURES AT LONDON COLLECTIONS: MEN AW15  
9- 12 JANUARY 2015

## THE AW15 SCHEDULE

New additions to the London Collections: Men schedule this season include **Alex Mattsson, Aquascutum Men's, Barbour, Coach, Kilgour, MR PORTER presents Kingsman, Nigel Cabourn, Private White V.C., Several, Soulland, Todd Lynn and Universal Works.**

Returning to the schedule after a break are **Belstaff, CP Company, Manolo Blahnik, Savile Row, St James's & Woolmark, Shaun Samson hosted by Fashion East and Thomas Pink.**

Presenting as catwalk shows for the first time are **Dunhill, Hardy Amies, Maharishi and Pringle of Scotland.**

The inaugural winner of the BFC / GQ Designer Menswear Fund sponsored by Vertu, **Christopher Shannon**, will show his AW15 collection at 6pm on Friday 9<sup>th</sup> January.

**NEWGEN MEN** sponsored by TOPMAN for AW15 includes **Vidur, Agi & Sam, Alex Mullins, Astrid Andersen, CMMN SWDN, Craig Green, Diego Vanassibara, Kit Neale, Lee Roach and Nasir Mazhar.** A NEWGEN MEN pop-up showroom will take place at Victoria House each day as a dedicated opportunity for the designers to host press and sales appointments.

**MAN**, the joint initiative between TOPMAN and Fashion East returns to the catwalk on Friday 9<sup>th</sup> January at the TOPMAN Show Space at the Old Sorting Office. **Liam Hodges** and **Nicomede Talavera** return for the second season and are joined by newcomer **Rory Parnell-Mooney.**

**Fashion East** will host the Californian-born British-trained menswear designer **Shaun Samson's** catwalk show and also through its installations will showcase five of the most exciting up-and-coming menswear talents: **Alan Crocetti, Edward Crutchley, Graces Wales Bonner, Marques' Almeida and Roxanne Farahmand.**

**Highlights on the events schedule include** the Superdry Presentation; International Woolmark Prize Menswear Final; Fortnum & Mason and Jermyn St, St James's Cocktail Party; the Hackett London Dinner & Presentation; Selfridges, Nick Wooster & Tommy Ton Private Dinner; Men's Health x Christopher Raeburn Party; *Esquire* & Jimmy Choo party; Tommy Hilfiger & Jonathan Newhouse Dinner; BFC Fashion Film Screening in association with River Island & GQ Style and the GQ London Collections: Men dinner

## UK MENSWEAR AND THE FASHION INDUSTRY

The UK menswear market grew by 18% between 2008 and 2013 to reach £12.9 billion in 2013 (Mintel, 2014)

Sales have grown almost 5% (4.8%) in the last year as clothing retailers have increasingly turned their attention to menswear (Mintel, 2014)

Mintel forecasts that the men's fashion market will grow by 27% between 2013 and 2018 to reach £16.4 billion (Mintel, 2014)

There has been a significant increase in the proportion of men shopping for fashion online in the last year, jumping 13 percentage points to 65% of men in 2013 (Mintel, 2014)

Since 2013 sales of online fashion in the UK have increased by an impressive 14.5% to reach £10.7 billion in 2014 (Mintel, 2014)

Today as many as seven in ten (70%) internet users in the UK buy clothing and footwear online, making clothing and footwear the most purchased item online (Mintel, 2014)

Online sales in the UK account for approximately 17% of total spending on clothing and footwear, up from 13% in 2011 (Mintel, 2014)

The forecast for the British market remains strong with sale expected to reach £19 billion by 2019 (Mintel, 2014)

Tablets are becoming increasingly popular both for browsing and buying with 20% of online shoppers in the UK purchasing clothing via a tablet in the last 12 months (Mintel, 2014)

The direct value of the UK fashion industry to the UK economy is £26 billion; up from £21 billion in 2009. Showing an increase of 22% in nominal terms (Oxford Economics 2014).

Fashion's wider contribution to the economy in influencing spending in other industries is estimated to stand at £46 billion. (Oxford Economics 2014)

The UK fashion industry is estimated to support 797,000 jobs (Oxford Economics 2014).The sector also provides opportunities to minority groups to a greater extent than most other creative industries. (source: BFC Value of Fashion Report 2010)

## LONDON COLLECTIONS: MEN IN NUMBERS

**6,100** bottles of Warsteiner lager are consumed at London: Collections Men

**5,000** bottles of Fiji water will quench thirsts at London Collections: Men

At London Collections: Men AW15 there will be **5,000** Lavazza coffee cups designed by Christopher Raeburn

**2,500** bags of Propercorn will be eaten at London Collections: Men

**1,200** GQ magazines are read on-site each season at London Collections: Men

**400** seats in the Victoria House Show Space at London Collections: Men

Over **200** appointments in the pop-up Fudge Fix salon and **100** new hairstyles created each season

**70** designers exhibited in the Designer Showrooms

Each London Collections: Men **66kg** of Lavazza coffee beans are ground and served

**55** Penhaligon's candles are burnt at London Collections: Men

**37** presentations on the official London Collections: Men schedule

**35** London Collections: Men employees to wear limited edition Swatch watches

**32** catwalk shows on the official London Collections: Men schedule

There are with **30** model stations in the backstage areas of Victoria House Show Space at London Collections: Men

International press and buyers from **28** countries have confirmed attendance at London Collections: Men in January 2015

**27** Mercedes Benz vehicles will transport VIP attendees to shows, presentations and events during London Collections: Men

There are **14** security guards stationed at Victoria House Show Space over each of the four days of London Collections: Men

**10** litres of Fudge Paintbox in Hot Chilli, Pretty Flamingo and Blue Velvet will be used backstage

Superdry's salon presentation includes a **9** metre long high res LED screen using **50,000** pixels, **500** logs, **60** lightbulbs and **1** moose head

**3** official venues will be used for London Collections: Men: The Hospital Club, The Old Sorting Office, and Victoria House, WC2

The generosity and commitment of our sponsors is more vital than ever. Please help us by acknowledging their support for London Collections: Men, January 2015: **Official Sponsors** Fudge, GQ, The Hospital Club, Lavazza Coffee, Penhaligon's, Mercedes-Benz, Radisson Blu Edwardian London, Swatch, TOPMAN, The Woolmark Company **Official Suppliers** Fashion Monitor, Rightster, Warsteiner.

**-ENDS-**

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**For access to official video and image content from London Collections: Men register with our media portal:** [britishfashioncouncil.rightster.com](http://britishfashioncouncil.rightster.com) and for all enquiries contact: [fashion@rightster.com](mailto:fashion@rightster.com) | +44 (0) 20 7183 4545

**EDITORS NOTES:**

The British Fashion Council (BFC) was set up in 1983 to promote British fashion internationally and co-ordinate this promotion through fashion weeks, exhibitions and showcasing events. The BFC now supports designers beginning at college level and extending to talent identification, business support and showcasing schemes to help British designer businesses develop their profiles and business globally and promote British fashion and its influential role in Creative Britain and Creative London. The BFC Colleges Council offers support to students through its MA Scholarship, links with industry through Design Competitions and Graduate Preview Day. Talent identification and business support schemes include the BFC Fashion Film sponsored by River Island; BFC Rock Vault, BFC Headonism sponsored by Wedgwood, BFC/Vogue Designer Fashion Fund; BFC/GQ Designer Menswear Fund; BFC Contemporary sponsored by eBay; NEWGEN sponsored by TOPSHOP and NEWGEN MEN sponsored by TOPMAN. Showcasing initiatives include London Fashion Week, London Collections: Men, LONDON show ROOMS, the BFC/Bazaar Fashion Arts Foundation, International Fashion Showcase, the annual celebration of excellence in the fashion industry: the British Fashion Awards and London's biggest pop-up, Vodafone London Fashion Weekend.

London Collections: Men is owned and organised by the British Fashion Council and chaired by Dylan Jones OBE.