

LONDON COLLECTIONS MEN SS16

**PRESS RELEASE
3 JUNE 2015**

FACTS AND FIGURES AT LONDON COLLECTIONS MEN SS16 12 - 15 JUNE 2015

THE LCM SS16 SCHEDULE

New additions to the London Collections Men (LCM) SS16 schedule include presentations from **Berthold**, **House of Holland's** debut menswear line, **LATHBRIDGE by Patrick Cox**, **Tommy Hilfiger** and **Tourne de Transmission**.

LCM boasts returning global brands **Alexander McQueen**, **Aquascutum**, **Belstaff**, **Burberry Prorsum**, **Coach**, **dunhill**, **Jimmy Choo**, **Joseph**, **Margaret Howell**, **Paul Smith**, **TOM FORD** and **TOPMAN**.

The best of British tailoring, including **Casely-Hayford**, **Chester Barrie**, **Gieves & Hawkes**, **Hardy Amies**, **Jermyn St and St James's**, **Oliver Spencer**, **Richard James**, **Savile Row Bespoke** and **Turnbull & Asser** will present SS16 collections.

Christopher Kane, **Christopher Raeburn**, **Christopher Shannon**, **J.W. Anderson**, **James Long**, **KTZ**, **Lee Roach**, **Maharishi**, **Matthew Miller**, **Nasir Mazhar**, **Sibling**, **Todd Lynn** and **YMC** will continue to reinforce the UK's unparalleled reputation for creativity.

E. Tautz, the winner of the second BFC/GQ Designer Menswear Fund supported by Vertu, will show its SS16 collection at 10am on Monday 15 June.

The designers receiving support from NEWGEN MEN sponsored by TOPMAN for SS16 are **Agi & Sam**, **Alex Mullins**, **Astrid Andersen**, **Bobby Abley**, **CMMN SWDN**, **Cottweiler**, **Craig Green**, **Diego Vanassibara**, **Kit Neale**, **Nasir Mazhar**, **PIETER** and **Vidur**. A NEWGEN MEN pop-up showroom will take place at Victoria House each day for the designers to host press and sales appointments.

MAN, the joint initiative between TOPMAN and Fashion East celebrates its tenth anniversary. It returns to the catwalk on Friday 12 June at the TOPMAN Show Space at the Old Sorting Office and will feature **Liam Hodges** and **Rory Parnell-Mooney**.

Fashion East will showcase presentations from emerging menswear talents **Grace Wales Bonner** and **Charles Jeffrey** at the ICA gallery.

Rollacoaster will host the BFC Fashion Film Screening in association with River Island with films from **Christopher Shannon**, **Mr Hare** and **Private White V.C.**. **TOPMAN** and **Burberry Prorsum** will both be live streaming their shows online.

Across the four days of LCM there will be a number of events and parties including: Idris Elba and Superdry are launching a collaboration the evening before LCM with a party and private dinner; Storm Men is hosting a party at House of Vans in association with *Hunger*; DSQUARED2 is celebrating its 20th anniversary; *GQ Style* and Dunhill are hosting a reception; *Men's Health* is teaming up with Agi & Sam to co-host a party; The Earl and Countess of Mornington and Hunter are launching the new Hunter Field collection at Apsley House; *Shortlist* is throwing a party with House of Fraser and GQ is hosting the LCM closing dinner.

LCM SS16 SCHEDULE BY NUMBERS

At London Collections Men SS16 there will be **9,000** Lavazza coffee cups designed by Kit Neale

6,500 bottles of Warsteiner lager are consumed at London Collections Men

6,000 bottles of Little Miracles soft drinks will be served at London Collections Men

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

1,800 GQ magazines are read on-site each season at London Collections Men

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

77 designers showing SS16 collections on schedule at LCM. This number has grown **67%** since the first LCM in June 2012 (46 to 77 designers)

68 designers showing in the Designer Showrooms. This number has grown **50%** since the first LCM in June 2012

Each London Collections Men **66kg** of Lavazza coffee beans are ground and served. Approximately **5,000** Lavazza cappuccinos will be served

55 Penhaligon's candles are burnt at London Collections Men

47% growth in UK and international press and buyers attendance from June 2012 to June 2015

42 events, **32** catwalk shows and **33** presentations make up the LCM SS16 schedule

International press and buyers from **39** countries have confirmed attendance at London Collections Men in June 2015

38 designers/creative directors of brands showing on schedule studied in London (**50%**). **15** of them studied at Central Saint Martins (**19%**)

35 Mercedes-Benz vehicles will transport VIP attendees to shows, presentations and events during London Collections Men

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

24 brands showing on schedule have been in business for fewer than five years (**31%**). **42** brands have been in business for fewer than ten years (**55%**)

21 brands showing on schedule have been in business for over forty years (**27%**). **11** brands have been in business for over 100 years (**14%**)

15 brands showing on schedule have women at the helm (either as Creative Director or Head Designer) (**19%**)

10kg of the new Fudge Professional Structure Wax and **500** bottles of Fudge Professional Paintbox colours in Clockwork Orange, Pink Moon and Green Envy will be used backstage

4 Fudge Professional Brand Ambassadors will create **250** cuts using **27** cans of Fudge Professional Skyscraper Hairspray and 1kg of Fudge Professional Hair Shaper Styling Wax

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

2 Swatch SISTEM51 watches will be launched at LCM

UK MENSWEAR AND THE WIDER FASHION INDUSTRY

\$440bn (£298bn) worth of sales in menswear globally in 2014 - a **4.5%** yearly growth (*compared to 3.7% growth in womenswear to reach \$662bn (£448bn)*). **\$40bn (£27bn)** further sales predicted in the menswear apparel market reaching **\$480bn (£325bn)** by 2019 (Euromonitor, 2015)

£26bn directly contributed to the UK economy from the fashion industry; up from **£21bn** in 2009, an increase of **22%**. **£46bn** of wider contribution to the UK economy from the fashion industry including influencing spending in other industries (Oxford Economics 2014)

£12.9bn contributed to the UK economy by the menswear market in 2014 - a growth of **18%** between 2008 and 2013. Sales have grown almost **5%** in the last year as clothing retailers have increasingly turned their attention to menswear. **£16.4bn** worth of predicted sales in the UK's men's fashion market - a growth of **27%** between 2013 and 2018 (Mintel, 2014)

£10.7bn worth of online sales of clothing and footwear in 2014 in the UK - a **14.5%** jump from 2013. A further **£19bn** is forecasted for British online sales by 2019 (Mintel, 2014)

UK footwear sales grew **5.5%** in 2014 to almost **£9.4bn** (Mintel, 2014)

£9bn contributed to the UK economy from the British textiles industry. The textiles industry also employs about **100,000** people and is forecasted to create **20,000** further jobs in the next five years. The UK is the 15th largest textiles manufacturer in the world and exported **£5.5bn** worth of clothes in 2013. (The Alliance Report: Repartition of UK Textiles Manufacture, January 2015)

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

70% of internet users in the UK buy clothing and footwear online; making clothing and footwear the most purchased item online (Mintel, 2014)

65% increase in proportion of men shopping for fashion online in 2014 - a **13%** jump from 2013 (Mintel, 2014)

Retailers could be charging **30%** more than they currently do for menswear products (based on a First Insight Inc. survey, 2015)

20% of online shoppers in the UK have purchased clothing via a tablet in the last 12 months (Mintel, 2014)

17.4% growth in online sales of menswear between 2010 and 2015 outpacing all other categories (IbisWorld, 2015). IbisWorld predicts that online menswear also stands to grow more than other selected categories with an annual average of **14.2%** between 2015 and 2020 (IbisWorld2015)

17% of total spending online is on clothing and footwear, up from **13%** in 2011 (Mintel, 2014)

- ENDS -

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 Professional; GQ; The Hospital Club; Lavazza Coffee; Penhaligon's; Mercedes-Benz; Radisson Blu Edwardian, London; Swatch; TOPMAN; The Woolmark Company **Official Suppliers** Fashion and Beauty Monitor; Little Miracles Drinks; Rightster; Warsteiner Lager.

We would also like to thank our LCM Menswear Ambassadors: **David Gandy, Dermot O'Leary, Hu Bing, Nick Grimshaw** and **Tinie Tempah**.

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For access to official video and image content from London Collections Men register with our media portal: britishfashioncouncil.rightster.com and for all enquiries contact:

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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, BFC/Vogue Designer Fashion Fund; BFC/GQ Designer Menswear Fund supported by Vertu; 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, International Fashion Showcase, the annual celebration of excellence in the fashion industry: the British Fashion Awards and London's biggest pop-up, London Fashion Weekend.

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