

LONDON COLLECTIONS MEN

PRESS RELEASE

MONDAY 6TH JUNE 2016

LONDON COLLECTIONS MEN JUNE 2016 FACTS & FIGURES

This season London Collections Men (10th - 13th June 2016) continues to showcase the very best creative and design talent from around the world through a packed schedule of shows, presentations, installations, dinners and parties.

Today the British Fashion Council (BFC) and Mintel announce that:

- The men's clothing market grew by **4.1%** in 2015 to reach **£14.1billion** (up from £13.5billion in 2014). This is compared to 3.7% growth in womenswear - menswear now accounts for **25%** of the total clothing market (*Mintel's British Lifestyles 2016*)
- Menswear is predicted to grow by **22.5%** between 2015 and 2020 to reach **£17.3billion** (*Mintel's British Lifestyles 2016*)
- **59%** of men have purchased clothes online in the last 12 months (*Mintel's British Lifestyles 2016*)

This season there will be **32** catwalk shows, **25** presentations, **55** designers in the Designer Showrooms, **5** digital presentations and **21** brands hosting events.

180 Strand is the sole hub for activity during LCM June 2016. The venue will house the main BFC Catwalk Show Space on the ground floor for the second season and the BFC Presentation Space and Designer Showrooms on the first floor.

Global brand **MCM** (who have collaborated with **Christopher Raeburn**), Japanese designer **Maison Mihara Yasuhiro**, Korean designer **Song Zio** and **XIMONLEE** presented by GQ China all join the schedule for the first time, reinforcing London's position as the global home of menswear.

After four years (since the very first LCM) **Aitor Throup** returns to the LCM schedule.

The show schedule features shows and presentations by internationally acclaimed brands including **Belstaff**, **Coach** and **Topman Design**. Luxury tailoring will be represented by **Hardy Amies**, **Richard James** and **Thom Sweeney**. **Jermyn Street**, **St James's** will host a public facing open air catwalk featuring over 30 St James's based brands.

Brands including **Blood Brother**, **BOY by Boy London**, **Burberry**, **dunhill**, **Edward Crutchley**, **Jaeger**, **Hunstman**, **Lou Dalton**, **Neil Barrett**, **Pretty Green** and **Tommy Hilfiger** will host events and digital presentations. Other event highlights include the **One for the Boys Charity Ball** and **Samuel L. Jackson & Dylan Jones' Celebrity Karaoke** evening.

The BFC will co-host two Thursday night events: a celebration of 40 years of Punk with **Paul Smith** and **Derek Ridgers** and an event with **VMAN** and **Converse**; and an event on Friday night with **Superdry**.

At the BFC's Fashion Film event, sponsored by **River Island**, films will be screened from **Daniel W. Fletcher**, **Matthew Miller** and **YMC**.

The BFC's NEWGEN MEN initiative sponsored by Topman will see London's brightest emerging design talents showcase their latest collections. **Kiko Kostadinov, Phoebe English Man and Wales Bonner** join the existing recipients **Alex Mullins, Bobby Abley, Cottweiler, Craig Green, Diego Vanassibara, Liam Hodges and PIETER.**

The best of British creativity can be seen at **Agi & Sam, Astrid Andersen, Christopher Kane, Christopher Raeburn, Christopher Shannon, J.W.Anderson, KTZ, Lou Dalton, Matthew Miller, Nasir Mazhar and Sibling.**

The **MAN** show, the joint initiative between **Topman** and **Fashion East**, will take place on Friday 10th June and feature **Charles Jeffrey LOVERBOY, Feng Chen Wang and Per Götesson.**

New additions in the Designer Showrooms include **INSTRMNT, Leathersmith of London, LU+MEI, Orange Culture, Sørensen and Taylor Morris.**

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\$440bn (£298bn) worth of sales in menswear globally in 2014. \$40bn (£27bn) further sales predicted in the menswear apparel market reaching \$480bn (£325bn) by 2019 (*Euromonitor, 2015*)

15,000 bottles of Evian Water and 4,000 bottles of Evian Fruit and Plant will be served

13,188 bags of Propercorn will be eaten

9,000 Lavazza coffees will be served across the three days

7,000 invitations will pass through the post room at the Radisson Blu Edwardian, Bloomsbury Street Hotel

6,500 bottles of Warsteiner lager will be served

5,000 Lavazza coffee cups designed by Matthew Miller will be used

1,800 *British GQ* magazines and 400 *GQ Style* magazines will be read

750 Rocktails cocktails will be served at the BFC Fashion Film event, sponsored by River Island

80 Floris candles will be burnt

60 VIPS will receive luxury gifts from Murdock London

43 countries will be represented at LCM by international press and buyers

22 Mercedes-Benz vehicles will transport VIP attendees to shows, presentations and events

26 central London venues will play host to catwalk shows and presentations around the central hub at 180 Strand

27% of male shoppers show a preference for purchasing British clothes, shoes and accessories (*Mintel, 2015*)

17.4% growth in online sales of menswear between 2010 and 2015 outpacing all other categories. 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 (*IbisWorld, 2015*)

- ENDS -

londoncollections.co.uk

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The British Fashion Council will also be announcing new Value of Fashion figures on Friday at the opening of London Collections Men.

The generosity and commitment of our sponsors is more vital than ever. Please help us by acknowledging their support for London Collections Men June 2016: Official Sponsors British GQ, Lavazza Coffee, Mercedes-Benz, Radisson Blu Edwardian London, Superdry, Swatch, The Vinyl Factory and TOPMAN; Official Suppliers Evian, Fashion and Beauty Monitor, Floris London, Launch Metrics, Murdock London, Propress and Warsteiner Lager; Official Funders The European Regional Development Fund, The Mayor of London and UK Trade & Investment.

The British Fashion Council (BFC) was set up in 1983 to promote British fashion internationally and coordinate 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 Britain and London. The BFC Colleges Council offers support to students through its Foundation, BA and MA scholarships, 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/GQ Designer Menswear Fund supported by Vertu; BFC/Vogue Designer Fashion Fund; NEWGEN sponsored by TOPSHOP and NEWGEN MEN sponsored by TOPMAN. The British Fashion Council supports Boden's Future British initiative. Showcasing initiatives and events include London Fashion Week, London Collections Men, LONDON show ROOMS, the BFC Fashion Arts Foundation, International Fashion Showcase, London Fashion Weekend and the annual celebration of excellence in the fashion industry: The Fashion Awards.

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