



## PRESS RELEASE

10<sup>th</sup> February 2017

### LONDON FASHION WEEK FEBRUARY 2017 FACTS AND FIGURES

Next week London Fashion Week (LFW) February 2017 (Friday 17<sup>th</sup> – Tuesday 21<sup>st</sup>) will welcome over 5,000 guests, including press and buyers from over 49 countries, to its new home at The Store Studios. This will be the 65<sup>th</sup> edition of London Fashion Week.

Featuring 51 catwalk shows and 32 presentations, the show schedule once again highlights the diverse and innovative British fashion industry on display in London. This season 50% of the designers behind brands on the show schedule were born outside of the United Kingdom, representing 42 brands.

### LONDON FASHION WEEK FEBRUARY 2017 SCHEDULE

New to the schedule this season are **Roland Mouret** who will show in London in honour of the brand's 20th anniversary, alongside **Chalayan** on the catwalk schedule and accessories brand **Hill and Friends** who will stage a presentation as well as brands **A.W.A.K.E** and **Ports 1961**. In addition **Burberry** will once again be showing their womenswear and menswear collections together on Monday evening, Donatella Versace's **VERSUS** return to show on Saturday evening and **MM6 Maison Margiela** will show on Sunday afternoon.

**Simone Rocha**, winner of British Womenswear Designer at The Fashion Awards 2016 will present her new collection on Saturday evening. 2016 BFC/Vogue Designer Fashion Fund winner **Sophia Webster** will host a presentation for her new collection on Monday afternoon; this year's shortlisted designers are **Huishan Zhang**, **Mother of Pearl**, **Osman**, **palmer//harding**, **Shrimps**, **Sophie Hulme** and **Toogood**. International Woolmark Prize winners **Teatum Jones** will open LFW with a standalone catwalk show.

The schedule also features the brightest emerging design talent from the BFC's **NEWGEN** initiative: **Ashley Williams**, **Faustine Steinmetz**, **Marta Jakubowski**, **Molly Goddard**, **Paula Knorr** and **Sadie Williams** will all host on schedule catwalks and presentations. Recent NEWGEN graduate **Ryan Lo** will also continue to show as part of the catwalk schedule. **Michael Halpern** and **Richard Malone**, both selected as 'One-To-Watch', will host standalone presentations. Fashion East will include **ASAI** and **Supriya Lele** who join existing designers **Matty Bovan** and **Mimi Wade**.

Our internationally celebrated designers including **Antonio Berardi**, **Anya Hindmarch**, **Charlotte Olympia**, **Christopher Kane**, **David Koma**, **Emilia Wickstead**, **ERDEM**, **Gareth Pugh**, **House of Holland**, **J. JS LEE**, **Joseph**, **Julien Macdonald**, **J.W. Anderson**, **Margaret Howell**, **Marques'Almeida**, **Mary Katrantzou**, **Mulberry**, **Peter Pilotto**, **Preen by Thornton Bregazzi**, **Pringle**, **Roksanda**, **Temperley London** and **TOPSHOP UNIQUE** will all be on schedule to showcase their latest collections.

**Margot Bowman** and **Mother of Pearl** will showcase films at the Serpentine on Friday as part of BFC Fashion Film sponsored by River Island.

**120** designers are showcasing in the Designer Showrooms at The Store Studios, 180 Strand, taking over more wings of the building than ever before:

**Alighieri, Dorateymur** and **Loxley England** join **Blake LDN** and **Bruta** in the showrooms receiving support from Boden's Future British initiative, which is in partnership with the BFC.

**Harvy Santos London, Laura Apsit Livens, Sophie Beale Millinery** and **The Season Hats** will showcase as part of the BFC's Headonism initiative.

**Completedworks, DAOU, Frances Wadsworth Jones, Lily Kamper, Rachel Boston** and **Shimell and Madden** will showcase as part of the BFC's Rock Vault initiative.

## FACTS AND FIGURES

**£28billion** direct contribution to the UK economy (GDP) from the UK fashion industry, up from £26billion in 2013 (*Oxford Economics, 2014*)

**£27billion** worth of womenswear (RTW) sales in the UK in 2015. This figure is predicted to grow 23% by 2020 to **£32billion** (*Mintel, 2016*)

**£12.4billion** spent on fashion online in the UK in 2015, up 16% from **£10.7billion** in 2014 (*Mintel, 2015*)

**£1million** worth of pro-bono support provided to BFC designers by BFC partners and mentors with over **10,000** hours of support provided in 2015

**£700,000** raised by The Fashion Awards 2016 and donated to the BFC Education Foundation and given to support NEWGEN, Business Support and the BFC Colleges Council

**880,000** jobs supported by the UK fashion industry, up from **797,000** in 2013 (*Oxford Economics, 2014*)

**32,000 miles** will be driven between shows by a luxurious fleet of fuel efficient chauffeured Mercedes-Benz cars

**20,000 espressos** served and **200kg** of Lavazza coffee beans will be roasted on site

**8,500 official tote bags** will be given away on-site at The Store Studios and Sunglass Hut stores

**5,000 serves** of Scavi & Ray Prosecco will be consumed by guests at The Store Studios

**3,571 units** of label.m products are used backstage each season

**3,000 key cards** designed by Roland Mouret will be issued to guests at The May Fair

**3,000 copies** of ES Magazine will be read on site over the course of LFW

**2,690** square metres of The Store Studios taken up by the Designer Showrooms, which have increased their footprint with the move from Brewer Street

**225 makeovers** will be completed for guests in the Maybelline New York Lounge on-site at LFW

**80 tickets** will be given away in consumer contests by Sunglass Hut

The generosity and commitment of our **sponsors** is more vital than ever. Please help us by acknowledging their support for **London Fashion Week February 2017**: Principal Sponsor Sunglass Hut; Official Sponsors Etihad Airways, LAVAZZA, London Evening Standard, Maybelline New York, The May Fair Hotel, Mercedes-Benz, The Store Studios and TONI&GUY; Official Suppliers DHL, evian, Fashion and Beauty Monitor, LAUNCHMETRICS, Mainetti, PROPERCORN, Scavi & Ray, Triumph and Verve and Official Funders The Department for International Trade, The European Regional Development Fund and The Mayor of London.

– ENDS –

London Fashion Week  
The Store Studios, 180 Strand  
[londonfashionweek.com](http://londonfashionweek.com)

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**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 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 BFC Fashion Film sponsored by River Island; BFC Rock Vault; BFC Headonism; BFC/GQ Designer Menswear Fund; BFC/Vogue Designer Fashion Fund and NEWGEN. The BFC supports Boden's Future British initiative. The BFC also runs and owns charities including the BFC Fashion Arts Foundation, the BFC Fashion Trust and the BFC Education Foundation. Showcasing initiatives and events include London Fashion Week, London Fashion Week Men's, LONDON show ROOMS, International Fashion Showcase, London Fashion Week Festival and the annual celebration of excellence in the fashion industry: The Fashion Awards.