

BRITISH FASHION COUNCIL

**NEWGEN**

SPONSORED BY

**TOPMAN**

**MEN**

**PRESS RELEASE STRICTLY EMBARGOED UNTIL 12PM GMT MONDAY 9<sup>TH</sup> NOVEMBER**

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**BRITISH FASHION COUNCIL ANNOUNCES NEWGEN MEN RECIPIENTS FOR AW16**

The British Fashion Council (BFC) is pleased to announce the emerging menswear talents who will receive NEWGEN MEN support, sponsored by TOPMAN, to showcase their AW16 collections at London Collections Men in January.

Designers receive support for a catwalk show, a presentation or an installation. This year **Liam Hodges** (catwalk) joins existing NEWGEN MEN designers **Agi & Sam** (catwalk), **Alex Mullins** (presentation), **Astrid Andersen** (catwalk), **Bobby Abley** (catwalk), **Cottweiler** (presentation), **Craig Green** (catwalk) **Diego Vanassibara** (installation), **Nasir Mazhar** (catwalk) and **PIETER** (presentation).

Jason Griffiths, Marketing Director of TOPMAN said: *“The calibre of design talent coming through the NEWGEN MEN award is testament to the incredible strength of menswear design out there right now. Each season we – as a panel – find it harder to decide on the finalists. This season will not disappoint – the calibre is second to none and I’m very much looking forward to seeing what our designers bring to the table during January’s LCM and reaffirming London as the hottest showcase on the menswear calendar.”*

As well as receiving showcasing opportunities the recipients are given financial support and business mentoring. The support aims to build their businesses commercially and help them develop relationships with key press and buyers. The BFC is working with DLA Piper, RSM and Shaw Walker Lees to provide legal, commercial and accounting advice for the designers.

Caroline Rush CBE, Chief Executive of the BFC, commented: *“NEWGEN MEN is widely recognised as a key incubator for talented young menswear designers. Each of the ten recipients uniquely represents the diverse and robust position of London and the UK within the global menswear market. This season’s deserving designers will benefit from the exceptional support and mentorship that the initiative facilitates, and I look forward to seeing how their businesses grow in the future.”*

NEWGEN MEN was established in September 2009 and has supported designers including Christopher Shannon, J.W. Anderson, James Long Lee Roach and Sibling. It has been instrumental in raising the profile of emerging British menswear designers.

The NEWGEN MEN committee is made up of: **Ben Banks**, Four Marketing; **Catherine Hayward**, Esquire; **Charlie Porter**, Financial Times; **Damien Paul**, MATCHESFAHION.COM; **Darren Skey**, Harvey Nichols; **Gordon Richardson**, TOPMAN; **Jason Griffiths**, TOPMAN; **Lulu Kennedy**, Fashion East; **Robert Johnston**, GQ; **Sam Lobban**, MR PORTER; **Terry Betts**, Thread. Members of the BFC on the committee include **Anna Orsini**, **Barbara Grispini**, **Caroline Rush CBE**, **Laura Hinson**, **Michelle de Conto** and **Simon Ward**.

- ENDS -

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For more information on NEWGEN MEN, please visit: [britishfashioncouncil.com/newgenmen](http://britishfashioncouncil.com/newgenmen)

For press enquiries regarding NEWGEN MEN and London Collections Men, please contact:

Michalis Zodiatis, British Fashion Council: [michalis.zodiatis@britishfashioncouncil.com](mailto:michalis.zodiatis@britishfashioncouncil.com) | +44 (0) 20 7759 1989

For designers wishing to apply for NEWGEN MEN or to be part of London Collections Men, please contact:

Laura Hinson, British Fashion Council: [laura.hinson@britishfashioncouncil.com](mailto:laura.hinson@britishfashioncouncil.com) | +44 (0) 20 7759 1969

For TOPMAN enquiries, please contact: Kelly Reed, TOPMAN Press Office: [kelly.reed@topman.com](mailto:kelly.reed@topman.com) | +44 (0) 20 7291 2721

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 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 British Fashion Awards.

The NEWGEN womenswear sponsorship was established in 1993, acting as a promotional launch pad for young designers, attracting media profile, orders and investment whilst offering encouragement and support for new talent. TOPSHOP is the sponsor of NEWGEN.

Previous NEWGEN MEN winners include Christopher Raeburn, Christopher Shannon, James Long, J.W. Anderson, Katie Eary, Lee Roach, Lou Dalton, Martine Rose, Sibling and Shaun Samson.