

BRITISH FASHION COUNCIL

NEWGEN

SPONSORED BY
TOPMAN MEN

PRESS RELEASE

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BRITISH FASHION COUNCIL ANNOUNCES NEWGEN MEN RECIPIENTS FOR JUNE

The British Fashion Council (BFC) is pleased to announce this season's ten emerging menswear talent who will receive NEWGEN MEN support, sponsored by TOPMAN, to showcase their SS17 collections at London Collections Men in June.

Designers are given support to stage a catwalk, salon show, presentation or an installation. This season seven designers continue to receive NEWGEN MEN support: Alex Mullins (salon show), Bobby Abley (catwalk), Cottweiler (catwalk), Craig Green (catwalk), Diego Vanassibara (installation), Liam Hodges (catwalk) and PIETER (presentation).

In addition three designers will be receiving NEWGEN MEN support for the first time this June. Recent Central Saint Martins graduate Kiko Kostadinov (presentation) is joined by Phoebe English (presentation), whose menswear brand is now in its third season, and MAN alumni Wales Bonner (salon show).

Agi & Sam, Astrid Andersen and Nasir Mazhar who've received the NEWGEN MEN sponsorship for the past six seasons have now successfully graduated from the talent identification scheme.

Jason Griffiths, Marketing Director of TOPMAN said: *"It is fantastic to be welcoming new designers to the NEWGEN MEN fold for June, Grace Wales Bonner, Kiko Kostadinov and Phoebe English - I'm sure all eyes will be on these bright new stars as they unveil their inaugural NEWGEN MEN collections. In the same breath, I very much look forward to seeing the evolution of Alex Mullins, Bobby Abley, Cottweiler, Craig Green, Diego Vanassibara, Liam Hodges and PIETER who are continuing to develop and grow under the NEWGEN MEN initiative. We also look forward to watching this year's alumni Agi & Sam, Astrid Andersen and Nasir Mazhar continue their journey as established brands; heralding all that is creative and exciting about emerging talent in London."*

As well as receiving showcasing opportunities the recipients are given financial support and business mentoring. Designers may make use of the financial support to grow or strengthen any aspect of their business, or towards the implementation of their shows, presentations and installations. The business support offered 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: *“London has always been known for its celebration of emerging talent, and NEWGEN MEN is a key part of the innovative identity of London Collections Men. All ten of this season’s designers represent what is so special about British menswear in their own way, and I am eager to see their collections in the spotlight this June. The mentoring and support that NEWGEN MEN provides is invaluable, and watching the progress that it encourages is always exciting.”*

NEWGEN MEN was established in September 2009 and has supported designers including Christopher Raeburn, Christopher Shannon, J.W.Anderson, James Long, Lee Roach, Lou Dalton 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**, MATCHESFASHION.COM; **Gordon Richardson**, TOPMAN; **Jason Griffiths**, TOPMAN; **Lulu Kennedy MBE**, Fashion East; **Robert Johnston**, GQ; **Sam Lobban**, MR PORTER; **Terry Betts**, Thread. Members of the BFC on the committee include **Anna Orsini**, **Barbara Grispi**ni, **Caroline Rush CBE** and **Laura Hinson**.

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For more information on NEWGEN MEN, please visit: britishfashioncouncil.com/newgenmen

For press enquiries regarding NEWGEN MEN please contact:

Will Iron, British Fashion Council: will.iron@britishfashioncouncil.com | +44 (0) 20 7759 1968

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

Isabella Davey, British Fashion Council: isabella.davey@britishfashioncouncil.com | +44 (0) 20 7759 1978

For TOPMAN enquiries, please contact: Kelly Reed, TOPMAN Press Office: 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.