

BRITISH FASHION COUNCIL
NEWGEN
SPONSORED BY TOPSHOP

PRESS RELEASE

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BRITISH FASHION COUNCIL ANNOUNCES NEWGEN RECIPIENTS FOR SPRING/SUMMER 2016

The British Fashion Council (BFC) has today announced nine of London's brightest emerging talents who will receive sponsorship to showcase their SS16 collections at London Fashion Week (18 – 22 September 2015) from NEWGEN sponsored by TOPSHOP.

Catwalk sponsorship: 1205, Ashley Williams, Ryan Lo

Presentation sponsorship: Claire Barrow, Danielle Romeril, Faustine Steinmetz, Molly Goddard

Exhibition sponsorship: Marta Jakubowski, Sadie Williams

Each of the NEWGEN designers will again be given a dedicated pop-up showroom for four hours after their show or presentation giving buyers the opportunity to make sales appointments with the designers.

NEWGEN is the BFC's landmark scheme to support the very best emerging talents; its ambition to build global, high end fashion brands for the future. The scheme offers designers financial support and showcasing opportunities at London Fashion Week to present their SS16 collection to influential press and buyers from around the world.

NEWGEN designers are identified by their creativity, strong design aesthetic and point of difference. The NEWGEN committee, chaired by Sarah Mower MBE, focused on selecting designers who are ready for the profile, platform and support that NEWGEN offers. The BFC, with support from the NEWGEN committee and TOPSHOP, will deliver individualised support and business seminars to assist the designers as they build their own infrastructure and skills.

Sarah Mower MBE, BFC Ambassador for Emerging Talent, Contributing Editor to *Vogue US* and Chair of the NEWGEN selection commented: *"The NEWGEN initiative has an unrivalled reputation as the scheme*

which has seen countless designers through to London Fashion Week and success in selling globally. The panel and I are always stunned to be able to meet designers and discover what they have to say at an early stage, and, with our teamwork, and Topshop's sponsorship, to help fast-track their business savvy as well as their talent for design. Everyone who wants a window on the future shouldn't be missing what our NEWGEN cohort has to say this season - they are as individualistic as London designers are, but also characterised by their collective pure enjoyment of clothes, innovation, artistry and a playful sense of fun. My only criticism is the dearth of accessory designers applying to New Gen. We want to see more! So please take this as a call-out for next season's talent!"

Since its inception in 1993, NEWGEN sponsorship has acted as a promotional launch pad for young designers, attracting media profile, orders and investment whilst offering encouragement and support for new talent. Previous NEWGEN winners include Alexander McQueen, Christopher Kane, Erdem, Jonathan Saunders, J.W. Anderson, Marques'Almeida, Mary Katrantzou, Nicholas Kirkwood, Roksanda Ilincic and Simone Rocha.

Mary Homer, Managing Director of TOPSHOP, commented: *"We are proud that TOPSHOP continues to play an integral part in nurturing the very best of our young design talent. NEWGEN has been instrumental in introducing home-grown designers to a global stage and the support it offers to fledgling designers, both commercially and creatively, is invaluable to their future success in the industry."*

The NEWGEN committee comprises **Sarah Mower MBE**, BFC Ambassador of Emerging Talent (Chair); **Alexander Fury**, The Independent, The Independent on Sunday and i, Fashion Editor; **Anna Orsini**, British Fashion Council, Strategic Consultant; **April Glassborow**, Fashion Buying Consultant; **Barbara Grispi**, LONDON show ROOMS and Brand Development Consultant, Curator; **Caroline Rush CBE**, British Fashion Council, CEO; **Francesca Burns**, Fashion Stylist and Consultant; **Geoffrey Finch**, TOPSHOP, Creative Design Consultant; **Karen Langley**, Fashion Stylist; **Laura Burlington**, Fashion Consultant; **Laura Hinson**, British Fashion Council, Senior Showcasing Manager; **Laura Larbalestier**, Browns, Buying Director; **Madelaine Evans**, TOPSHOP, Buying Director; **Melanie Rickey**, Grazia and Pop Contributing Editor; **Michelle de Conto**, British Fashion Council, Business Support Advisor; **Rebecca Lowthorpe**, ELLE Collections, Editor/ ELLE, Assistant Editor; **Sheena Sauvaire**, Chief Marketing Officer, TOPSHOP; **Stavros Karelis**, Machine A, Founder; **Yeda Yun**, Stella McCartney, Merchandising Director.

For NEWGEN images: <http://we.tl/XQU6mnKkrQ>

- ENDS -

For designer profiles and collection images please visit: <http://londonfashionweek.co.uk/newgen>

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For Topshop enquiries, please contact:

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NOTES TO EDITORS:

- 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; NEWGEN sponsored by TOPSHOP and NEWGEN MEN sponsored by TOPMAN. Showcasing initiatives include London Fashion Week, London Collections Men; LONDON show ROOMS, the BFC/Bazaar Fashion Arts Foundation and International Fashion Showcase. Events open to the general public include London Fashion Weekend and the annual celebration of excellence in the fashion industry the British Fashion Awards
- TOPSHOP is an established supporter of young fashion designers in the industry and has been working with the BFC as the NEWGEN sponsor since 2001. TOPSHOP also offers selected designers the use of the TOPSHOP Show Space and continues to support previous winners through housing collections in the Boutique space at its flagship store in Oxford Circus, selected stores nationwide and from www.topshop.com
- Sarah Mower MBE was appointed the British Fashion Council's first Ambassador for Emerging Talent in May 2009 and is chair of the NEWGEN selection committee. She is Contributing Editor to US Vogue and American Vogue.com