

LONDON FASHION WEEK MEN'S

8-10 JUNE 2019

PRESS RELEASE

4th June 2019

LONDON FASHION WEEK MEN'S JUNE 2019 IS A CELEBRATION OF CREATIVE DIVERSITY

The 14th edition of London Fashion Week Men's (LFWM) runs from Saturday 8th June - Monday 10th June. Since its inception, LFWM has hosted over **430** designer brands, who have been part of over **750** catwalk shows, presentations, performances and events. This June, over **40** UK and international designers will show on schedule. LFWM aims to shine a spotlight on the creative community in London and celebrate the talent and diversity across art, design and music that has made the city an international hub for menswear.

The hub of LFWM will return to the Truman Brewery, in the heart of London's East End, located close to the home of many of the British designer businesses from the 8-10 June. Saturday and Sunday's shows will be located around the East End with Monday's schedule focused around central London. The home of LFWM features the official **BFC Show Space**, a curated showroom of menswear brands and experiences, the **NEWGEN Pop-Up Showroom** and the **DiscoveryLAB**. The hub is a creative space hosting a unique mix of catwalk shows, presentations, experiential thinking and events which will shine a light on the breadth and depth of our creative industry.

The menswear industry continues to grow and today the British Fashion Council is delighted to announce new data for the menswear fashion industry:

Mintel have estimated the UK menswear market to be worth £15.5 billion in 2018, up 3.5 % from £15.0 billion in 2017.

In the next five years, it is forecast that sales of menswear will grow 15.4% to £17.9 billion by 2023.

Mintel, 2019

Schedule Highlights

This season the LFWM schedule will continue to pay homage to the ever-expanding creativity of the capital through a packed schedule of shows, presentations, installations and events.

CRAIG GREEN, three-time winner of British Designer of the Year Menswear at The Fashion Awards 2018, will present a catwalk show on Monday while **Alexander McQueen** returns to the LFWM schedule with a

presentation on Sunday afternoon. NEWGEN graduate **KIKO KOSTADINOV** will open the weekend with an intimate catwalk show on Friday and **ART SCHOOL** will be opening the BFC Show Space on Saturday with their first on schedule catwalk as part of the BFC's NEWGEN initiative.

Other NEWGEN designers showing at LFWM June 2019 include **A-COLD-WALL***, **Charles Jeffrey LOVERBOY**, **paria /FARZANEH**, **Per Götesson**, and **Stefan Cooke** who will host catwalk shows, while **Bethany Williams** and **Nicholas Daley** will host presentations. **AHLUWALIA STUDIO** and **Bianca Saunders** will be in the DiscoveryLAB and NEWGEN One to Watch, **Roker** will have a space in the NEWGEN Pop-Up Showroom.

International brands showing in London in June 2019 include **C2H4**, **ICEBERG**, **John Lawrence Sullivan**, **Munn presented by Seoul Fashion Week**, **HLA x AEX by JD.COM, INC**, **8ON8 Presented by 智族GQ** and **Xander Zhou**.

Returning to the schedule with catwalk shows are **Chalayan**, **E.Tautz**, **Edward Crutchley**, **Fashion East**, **FENG CHEN WANG**, **Liam Hodges**, **Martine Rose Oliver Spencer**, **Qasimi**, **St James's, University of Westminster MA**, while **Band of Outsiders**, **Belstaff**, **Michiko Koshino** and **Wood Wood** will host presentations. **Eastwood Danso**, **Lou Dalton** and **T-Sehne** will feature in the DiscoveryLAB and new to the LFWM schedule this season we welcome **Munn**, **JORDANLUCA** and **Studio ALCH** who will host their first catwalk shows while **1X1 Studio** and **St-Henri** will be hosting presentations for the first time.

Education at LFWM

Education is a key pillar of the British Fashion Council's (BFC) strategy and is led by Pillar Presidents Sarah Mower and Meribeth Parker, with the aim of attracting the best talent to the industry by giving students a clear understanding of how to study and train for a plethora of industry roles. The BFC's education initiatives support young people looking to gain fashion industry knowledge and insight through National Fashion & Business Saturday Clubs which provide opportunities for teenagers aged 14-16 to study in the creative industries. On Saturday 8th June at LFWM, Angelo Mitakos, Junior Style Editor from British GQ will run a styling masterclass for a selection of Saturday Club students at the Truman Brewery following which the students will attend an on-schedule catwalk show.

Music & Art at LFWM

The BFC endeavours to spotlight the creative industries throughout LFWM. As such, it will launch a music and fashion content series that pairs emerging musicians and designers in conversation about London, creativity and innovation showcasing how the world of fashion and music co-exist and highlighting the inherent creative vibrance of London. During LFWM three videos will be launched featuring Yungblud x Per Götesson, Celeste x Paria Farzaneh and Becky Hill x Roberta Einer this series will continue throughout the year.

The BFC is delighted to welcome Unit London to the Truman Brewery to present 'Unit London x LFWM', a diverse showcase of ten artists. The exhibition brings together some of the most exciting contemporary artists working today, exemplifying a range of mediums and approaches. From the mesmerising portal-like sculptures of Anthony James, to the rich painterly works of Jacky Tsai, Jake Wood-Evans and Philip Colbert. 'Unit London x LFWM' reflects the dynamic and forward-thinking nature of LFWM, showcasing a wide overview of artistic practices and approaches, during a moment that champions the best in design and menswear talent.

Partners Facts & Figures

- 10,000 miles driven by Mercedes-Benz cars
- Over 7,000 label.m products used backstage by TONI&GUY session as well as gifted in goody bags across the seasons annually
- 10,000 units of evian still water distributed at LFWM
- 4,000 Larabars distributed onsite at LFWM
- 3,500 bags of Propercorn sampled onsite at LFWM

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-ENDS-

#LFWM #DiscoveryLAB #PositiveFashion

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ABOUT BRITISH FASHION COUNCIL

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/Vogue Designer Fashion Fund, BFC/GQ Designer Menswear Fund supported by JD.com, Inc. and NEWGEN which includes womenswear, menswear and accessories. 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 creativity and innovation in the fashion industry: The Fashion Awards.