

BRITISH FASHION COUNCIL

PRESS RELEASE

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THE BRITISH FASHION COUNCIL AND BARNEYS ANNOUNCE A COLLABORATION CELEBRATING BRITISH FASHION IN NEW YORK

New York, New York – January 11th 2017 – The British Fashion Council (BFC) announces the launch of its partnership with the luxury specialty retailer Barneys New York. A celebration of British Fashion’s creativity, innovation and individuality, Barneys’ Madison Avenue windows will be dedicated to British brands from 11th – 25th January 2017.

Tonight at Clement restaurant at The Peninsula New York on Fifth Avenue, Antonia Romeo, her Majesty’s Consul General in New York and Caroline Rush, Chief Executive of the British Fashion Council will host a dinner to celebrate British Fashion in New York and the launch of the Barneys windows.

The BFC Barneys window campaign sees established British brands merchandised alongside collections from young designers, supporting the British Fashion Council’s ethos of fostering growth in emerging talent.

The BFC and Barneys have collaborated to create windows which showcase the breath of British designer talent, supporting the BFC’s objective of supporting British designer businesses internationally. Designers include A-Cold-Wall*, Alexander McQueen, Anya Hindmarch, Alice Archer, Belstaff, Burberry, By Walid, Erdem, JW Anderson, Osman, Paul Smith, Saloni, Tabitha Simmons, Teija and Victoria Beckham.

Caroline Rush CBE, Chief Executive of the British Fashion Council commented: *“We are delighted with the opportunity to work with Barneys to promote our unique blend of emerging and established UK designers at this New York institution. This partnership underpins The British Fashion Council’s global objective to cement the presence of British design talent at luxury retailers worldwide.”*

Daniella Vitale, Chief Operating Officer, Senior Executive Vice President of Barneys added: *“We have been so impressed with the way Natalie Massenet and Caroline Rush have built the British Fashion Council and placed well deserved attention and focus on the incredibly talented cadre of designers out of the UK. This was a long overdue celebration for us to thank the British Fashion Council for their important work, as well as this group of designers with whom we have built strong businesses and successful partnerships.”*

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About Barneys New York

BARNEYS NEW YORK (Barneys) is a luxury specialty retailer renowned for having the most discerning edit from the world's top designers, including women's and men's ready-to-wear, accessories, shoes, jewelry, cosmetics, fragrances, and gifts for the home. Barneys' signature sense of wit and style is manifested in its creative advertising campaigns, original holiday themes, and celebrated window displays. Founded as a men's retailer in 1923 in downtown Manhattan, it became an international arbiter of high style for both women and men in the 1970s, renowned for discovering and developing new and innovative design talent. Today, Barneys New York operates flagship stores uptown on Madison Avenue and downtown in Chelsea in New York City, as well as additional flagships in Beverly Hills, Chicago, Seattle, Boston, San Francisco, and Las Vegas, along with a preeminent luxury online store, Barneys.com, as well as 16 other stores and outlets across the United States. For more information about Barneys New York, please visit www.Barneys.com and explore its luxury content site, The Window, for an insider's look into the Barneys world: a behind-the-scenes visit with exciting designers, fashion, events, and the Barneys team.

About The 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 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.

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For British Fashion Council press & retail enquiries please contact:

Sophie Matthews: sophie.matthews@britishfashioncouncil.com | +44 (0) 207 759 1986

Michalis Zodiatis: michalis.zodiatis@britishfashioncouncil.com | +44 (0) 207 759 1989

For Barneys press enquiries please contact:

Ashley Calandra: acalandra@barneys.com | +1 212 450 8700