



PROPOSAL CONTEXT

The British Fashion Council's purpose is to harness the collective power of the industry to enable sustainable growth. We strive to drive excellence, excitement and business opportunities for the sector, building the reputation of British fashion and designers globally, focusing on creativity, innovation and business.

London is the global fashion capital known for creativity, innovation and business. London Fashion Week (LFW) and London Fashion Week Men's (LFWM) have consistently showcased some of the world's most innovative emerging designers and established international brands, underpinning the capital's reputation as the global home of fashion, creativity and business. Fashion plays an important role in the fabric of London and we are proud to be innovators and creative disruptors in our industry. We fly the flag for British fashion internationally and build on London's reputation as the most influential stage for fashion.

We are seeking a creative team that can help us deliver a fully integrated 360 creative identity and supporting assets to multiple audiences.

LONDON FASHION WEEK & LONDON FASHION WEEK MEN'S

London has the reputation of being one of the leading fashion capitals in the world. LFW and LFWM are bi-annual trade-focused events that primarily attract international press, buyers and key opinion formers from over 60 countries. They also attract a consumer audience through the distribution of content globally and increasingly through attendance to events.

London Fashion Week is the world's most influential stage for fashion and lifestyle, known for excellence. It encapsulates a luxurious high-end perspective and experience, alongside the creativity and emerging talent element.

London is the home of menswear and LFWM is a diverse celebration of fashion, music, art and London culture. It is the city to discover and explore talent and creativity.

LONDON FASHION WEEK MEN'S JUNE 2020

In light of the Covid-19 uncertainty and in keeping with government regulation, LFWM June 2020 will be held digitally. No guests will be attending physical venues and therefore the creative concept for this season's campaign must unfold exclusively on digital platforms. Please incorporate this digital only campaign into your proposal.

Read our latest Covid-19 government updates [here](#).

LONDON FASHION WEEK – CONSUMER AUDIENCE

London Fashion Week is the first of the four global fashion weeks to invite the public to experience. The ticketed event is based on a catwalk experience, and the audience is aligned with an affluent and fashion industry aware consumer.

Consumers experience LFW and LFWM through various digital channels such as social media and live streaming, and recently, LFW opened to the general public with multiple ways to engage with brands and designers. With this comes the challenge of ensuring that the specific audiences of trade and consumer are spoken to appropriately, with an overarching creative that resonates with both the individual and shared audiences.

PROJECT SUMMARY

To create an exciting, imaginative and authentic integrated 360 creative identity, across all events. Delivering the aesthetic for engaging experiences digitally and physically, informed by an intrinsic understanding of audience and experience, brought together by an undeniably London visual language.

The creative should be flexible to work across all events, with consistency but a small differentiation for each season. In light of the current climate seasons need to be flexible and agile.

OUR AUDIENCE

The make-up of our audience is varied and multidisciplinary. Some key groups consist of:

- Designers
- Consumers
- Media & Press
- Retailers & Buyers
- Sponsors & Partners

- Patrons

Your proposal should demonstrate an understanding of these groups and their respective needs against each event. It should be mindful that our audience are visually elite and typically characterised by an understanding of the creative spheres. It's important that the creative execution of our digital and physical presence reflects this.

SOME OF THE KEY PROBLEMS WE FACE

- The creative needs to be ready to use as soon as possible and before the end of the previous season so that we can work on projects simultaneously
- Too much creative change from season to season
- Elevating the digital experience for those who cannot experience Fashion Week physically
- Maintaining brand clarity across each event
- Bringing the consumer to the heart of Fashion Week
- Build anticipation and drive sales for LFW consumer event
- Delivering an integrated campaign across all touch points
- Growth opportunities with audiences in US, China, South Korea, Japan
- Being representative of the diverse aesthetics and levels of brand through the same platform
- Message clarity between both industry and consumer audiences for LFW
- Leveraging our audience outside of specific event periods

PROJECT AMBITION

With digital at the forefront, driven by creative storytelling, our ambition is to build the reputation of London Fashion Week globally and engage key target LFW and LFWM audiences. A digital experience should be created which rivals physically being present at fashion week – promoting designers internationally.

To establish a clear identity and distinguished brand message reinforcing London's reputation for creativity and innovation.

Creative consistency and understanding of channels, driving content discovery, further engagement and conversions across the events. Promoting advocacy for the British fashion industry and uncover new opportunities in the US, China, Europe, UK, South Korea, Japan.

Collaborate with partners and creatives to deliver value, reach new audiences, increase engagement and encourage sharing.

To ensure London stands out against Paris, Milan, New York and other major fashion cities.

KEY PRINCIPLES

CREATIVITY, BUSINESS & INNOVATION

- The campaign should have aspirations to be as progressive as our organisation and the designers we represent. We should position ourselves as thought leaders, delivering a best-in-class creative execution.

DISCOVERY

- Our mission is to inform, educate and inspire.

POSITIVE FASHION

- Positive Fashion is integral to all aspects of our activity, and consists of three key pillars; Environment, People, Craftsmanship & Community.

DESIGNERS

- The British Fashion Council exists as a global platform for British designers. They should be front and centre of the work that we do.

DIGITAL

- LFWM and LFW should be at the forefront of technological innovations to engage audiences and provide new and effective methods for interaction regardless of geography.

YOUR PROPOSAL SHOULD DEMONSTRATE

- Brand clarity across the LFW and LFWM brands. An understanding of the structure of the brands, and the different audiences that the events speak too. The relationship between all events and their respective audiences
- A strong understanding of digital technologies to effectively capture a global audience
- Ideas for engaging and relevant content across multiple digital platforms
- How to tap into new audiences to increase brand awareness, engagement and encourage sharing

- How London can stand out against the other key Fashion Weeks in the world and be a global leader
- An understanding of the British Fashion Council and what we do, celebrated through the framework of LFW and LFWM
- How to be representative of the huge scope of designers in London from the emerging to the established, from contemporary to classic
- Meaningful consideration of the KPIs across all events, including user journey and digital interaction, guest experience, reach and consumer-focused initiatives with lead generation and ticket sales.
- How to leverage the LFW and LFWM experience to a consumer audience, captivating a wider and global audience
- Shining a light on creativity, provoking thought and debate, and rallying people to engage
- How the creative campaign can be developed season on season and build brand equity

DIGITAL CHANNELS

LFW Instagram - @londonfashionweek
 414k Followers
 Top territories – UK, US, Spain, France, Russia
 #LFW, LFWM, #PositiveFashion, #Discovery

Pinterest - /britishfashion
 47.9k Followers
 Top territories – UK, US, India, Mexico, Germany

LFW Twitter - @londonfashionwk
 1.2m Followers
 Top territories – UK, US, India, Mexico, France

LFW Facebook - /londonfashionweek
 590k Followers
 Top Territories - UK, US, India, Italy, Brazil

LFW & LFWM Websites – londonfashionweek.com, londonfashionweekmens.com

YouTube - /britishfashioncouncil
 27.9k Subscribers

Top territories – UK, US, Hong Kong, Singapore

Snapchat

Top Territories – UK, US, Canada, India, Australia

WeChat

1.3k Followers

Top Territories – China

PROJECT TIMELINE

First Response: Friday 3rd April 2020

Initial Pitches: W/C Monday 13th April 2020

KEY DATES

- London Fashion Week Men's 13th – 15th June 2020
- London Fashion Week 18th – 22nd September 2020
- London Fashion Week Men's 9th – 11th January 2021
- London Fashion Week February 19th – 23rd 2021

PRODUCTION

Production costs will be covered by the BFC, but all quotes must be managed by the Agency, and must be invoiced to us by the Agency.

Requirements and dates may be subject to change.

BUDGET

Creative fee: £80,000, to cover four events across two seasons (2 x LFWM and 2 x LFW). This fee includes retainer and production costs.

TENDER PROCESS

Please submit a short tender response to the above brief. Submissions should be kept concise but should include the following:

- Budget overview, including pricing structures should our requirements change and an estimate of production costs
- Overview of company
- Examples of previous work
- Overview of team and resources

- A snapshot of your response to the above brief and a few creative examples with different routes (we do not expect a full creative response)

The procurement of this contract and invitation to pitch will be via a one-stage invitation to tender process (with no pre-qualification questionnaire stage). However, tenders received will be tested against minimum essential selection criteria on a pass or fail basis. Those that pass will then be scored against the award criteria set out below. The selection will be based on:

- Examples/testimonials from previous work
- Previous experience in and understanding of the fashion industry

Tenders that pass the selection process will then be considered against the following award criteria:

Award criteria	Maximum score	Weighting
Your understanding of the aims of the brief, overall quality of response and creative examples	5	40%
Value for money – please submit a concise budget	5	30%
Your capabilities to deliver on this brief, including staffing, contacts with sub-contractors	5	30%
Total score	15	100%

Maximum total score = 15

Weighting: 1 = Poor 5 = Excellent

All tender submissions must be received by 10am Friday 3rd April 2020. Responses received after this deadline will not be accepted.

We often receive several tenders just before the deadline; we recommend that you submit your response an hour beforehand, to give us time to check it and alert you of any technical problems with files.

Responses should be emailed to emma.early@britishfashioncouncil.com.

A shortlist of the highest scoring tenders will be invited to pitch. Interviews will take place during w/c Monday 13th April 2020.

Please note that in order to maintain fairness in the tendering procedure we are unable to answer any questions relating to this ITT.

ADDITIONAL INFORMATION

The British Fashion Council (BFC) has been awarded funding through the European Regional Development Fund to support promoting London's creative fashion design talent to key international audiences.

ERDF funding is being used to support London Fashion Week and London Fashion Week Men's, biannual showcases of brands and businesses to support them to increase their international sales. Further information can be found at www.londonfashionweek.co.uk and www.londonfashionweekmens.com

The BFC aims to ensure that the purchase of goods/services/works using public (ERDF) funds is fair, open, transparent, objective and non-discriminatory, in order that taxpayers' money is utilised properly. Opening opportunities to competition promotes efficiency and effectiveness in the use of public funds, whilst ensuring that value for money is achieved not just by looking at price, but also other criteria such as quality and innovation.

The process applied to the award of this contract will:

- Include processes to manage potential conflicts of interest
- Impartially assess each tender against the criteria outlined in this invitation to tender
- Select the winning bidder on merit and in accordance with the procedure laid down at the outset
- Provide feedback to all bidders on the outcome of the process
- In accordance with best practice, ensure a standstill period before issuing contracts

All complaints will be handled in a fair and transparent manner, in accordance with the BFC's Complaints Policy.

Tenderers should note that their responses will be retained and may be inspected under audit by officers from ERDF and DCLG.