

British Fashion Council

2016–17
Annual Report

British Fashion Council

2016–2017 Annual Report

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**The UK fashion
industry contributes
£28 billion to the
UK GDP**

— Oxford Economics, 2016

**London is a global
hub for fashion and
its influence is felt
all over the world**

About The British Fashion Council



BURBERRY SS17

The British Fashion Council is a not-for-profit organisation that aims to further the interests of the British fashion industry and its designer businesses by harnessing and sharing the collective knowledge, experience and resources of the sector.

Through advocacy, promotion and showcasing events both in the UK and key export markets, the British Fashion Council assists in the growth and economic impact of the designer fashion industry to UK plc and enhances the international, cultural and creative reputation of our whole industry.

Our vision:

**Our ambition is to
strategically reinforce
British fashion's
position in the global
fashion economy**

Mission statement:

**The British Fashion
Council leads the
fashion industry
through creative
influence**

Our values:

Inspire

Nurture

Facilitate

Lead

Unite

Enhance

Negotiate

Celebrate

Evolve

Governance



An Executive Board was established in 2009 with the appointment of the organisation's first full-time management team. The Executive Board meets eight times per year and is responsible for setting the overall strategy of the business.

The Executive Board briefs an industry Advisory Board quarterly on strategy, achievements and challenges.

Executive Board

Dame Natalie Massenet Chairman
Caroline Rush CBE Chief Executive

Non-Executive Directors

Anya Hindmarch CBE
Dylan Jones OBE
José Neves
David Pemsel

Funding

The British Fashion Council (BFC) is funded by industry patrons and commercial partners. It receives grant support from the Mayor of London to enable it to strengthen the content and international profile of London Fashion Week (LFW) and the profile and impact of British designers.

Funding from UK Trade & Investment (UKTI) supports specific initiatives that directly deliver increased opportunities for British businesses to grow. Since July 2011, the European Regional Development Fund (ERDF) Programme 2007–2013 has supported LONDON show ROOMS (LsR), London Fashion Week Men’s (LFWM), the BFC’s business support seminars and digital showcasing.

The BFC prides itself in developing long-term partnerships with commercial partners for its events and initiatives, delivering opportunities for both designers and partners alike.

The BFC thanks all of its patrons, partners and sponsors who have helped make the growth and profile of the designer sector possible. LFW and LFWM now draw more influential audiences from fashion media and designer fashion retailers to the capital than ever before.

Patrons 2016–2017

AllSaints
Amazon Fashion
American Express
Arcadia Group Ltd
Aspinal of London
ASOS PLC
Bicester Village
Boden
Burberry
Coach
Condé Nast Publications
Debenhams
DHL
Eiesha Bharti Pasricha
Fenwick Limited
GAP
Grazia
H&M
Harrods
Hearst Magazines
House of Fraser
Hunter
Huntsman
Intel
Jimmy Choo
John Lewis Partnership
KPMG LLP
Land Securities
LVMH
MARKS & SPENCER
MATCHESFASHION.COM
McArthurGlen Group
Mulberry
Next
Nicole Farhi
Pringle of Scotland
River Island
Rodial
Selfridges & Co
Shaftesbury
Very Exclusive
The Woolmark Company
Yoox Net-A-Porter Group

Advisory Board 2016–17

The British Fashion Council’s industry Advisory Board comprises of BFC committee chairs, Pillar Presidents, representatives from education, patrons and designers who give their time and expertise freely to help develop a focused programme of promotion and support for leading British designer businesses. The board meets quarterly, two full board meetings chaired by Dame Natalie Massenet and two patron briefings chaired by Caroline Rush CBE.

Patron Advisory Members

- Wil Beedle
AllSaints
- Juliet Warkentin
Amazon Fashion
- Vikki Ginks
American Express
- Mary Homer
Arcadia Group
- Rachel Bremer
ASOS plc
- Emma Ganderton
Aspinal of London
- Lauren Holleyoake
Bauer Media
- Fiona Collins
Boden
- Sarah Manley
Burberry
- Michelle McGrath
Capco
- Kevin Duffy
Centre:mk
- Helen Powell
Centre:mk
- Amber Pepper
Coach
- Suzanne Harlow
Debenhams
- Abi Brodie
DHL
- Eiesha Bharti Pasricha
Eiesha Bharti Pasricha
- Adam Fenwick
Fenwick Limited
- Debbie Edwards
GAP
- Alasdhair Willis
Hunter Boot Ltd
- Pierre Lagrange
Huntsman
- Emma Woolley
Jimmy Choo
- Laura Emsell
John Lewis Partnership
- Eva von Alvensleben
Kering
- Paul Guyot-Sionnest
Kering
- Don Williams
KPMG LLP
- Sophie Brocart
LVMH Fashion Division
- Tania Littlehales
Marks & Spencer
- Justine Simons
Mayor’s Office
- Julia Calabrese
McArthurGlen Group
- Vanessa Lunt
Mulberry
- Bruno Roland Bernard
Yoox Net-A-Porter Group
- Gemma Metherringham
Next
- Maxine Hargreaves-Adams
Nicole Farhi
- Josie Cartridge
River Island
- Maria Hatzistefanis
Rodial
- Tania Foster-Brown
Selfridges
- Tamara Benjamin
Value Retail Plc
- Sarah Curran MBE
Very Exclusive
- Alexandra Shulman
Vogue
- Stephen Quinn
Vogue

Advisory Board Members

- Fabio Piras
Central Saint Martins
- Maurice Mullen
Evening Standard
- Frances Corner OBE
London College of Fashion
- Zowie Broach
Royal College of Art
- Lisa Armstrong
The Daily Telegraph
- Sue Bishop
UKTI
- Hilary Alexander OBE

Business & Cultural Ambassadors 2016–17

The BFC Ambassador Programme aims to develop a strong network of business and cultural ambassadors to support the BFC’s strategic goals.

Ambassador for Asia
Angelica Cheung, Vogue China

Ambassador for Emerging Talent
Sarah Mower MBE

Cultural Ambassador
Laura Bailey

London Fashion Week Festival Ambassador
Daisy Lowe

London Fashion Week Men’s Ambassadors
David Gandy
Dermot O’Leary
Lewis Hamilton
Nick Grimshaw
Tinie Tempah

Menswear Ambassador for Asia
Hu Bing

Young Ambassador
Poppy Delevingne

Style Ambassador
Alexa Chung

Press Committee

- Sophia Neophitou
10 Magazine
- Alexander Fury
AnOther Magazine
- Susannah Frankel
AnOther Magazine
- Ben Cobb
AnOther Man Magazine
- Anna Orsini
British Fashion Council
- Imran Amed
Business of Fashion
- Tim Blanks
Business of Fashion
- Jefferson Hack
Dazed Group
- Anne-Marie Curtis
Elle
- Alex Bilmes
Esquire
- Catherine Hayward
Esquire
- Carola Long
Financial Times
- Jo Ellison
Financial Times
- Tamsin Blanchard
Freelance
- Dylan Jones
GQ
- Rebecca Lowthorpe
Grazia
- Justine Picardie
Harper’s Bazaar
- Gillian de Bono
How To Spend It
- Holly Shackleton
i-D
- Toby Wiseman
Men’s Health
- Gabriele Hackworthy
Porter
- Lucy Yeomans
Porter
- Adrian Clark
Shortlist
- Susie Lau
Style Bubble
- Arabella Greenhill
Stylist
- Jane McFarland
Sunday Times Style
- Lisa Armstrong
The Daily Telegraph
- Karen Dacre
The Evening Standard
- Emma McCarthy
The Evening Standard
- Jess Cartner-Morley
The Guardian
- Helen Seamons
The Observer
- Jo Jones
The Observer
- Anna Murphy
The Times
- Charlotte Moore
Time Inc.
- Elizabeth Saltzman
Vanity Fair
- Claudia Croft
British Vogue
- Serena Hood
British Vogue
- Justine Bellavita
Vogue International
- Luke Leitch
Vogue Runway
- Sarah Mower MBE
Vogue Runway
- Gianluca Longo
W Magazine
- Samantha Conti
Women’s Wear Daily

Menswear Committee

- Anda Rowland
Anderson & Sheppard
- Stephen Ayres
Avenue 32
- Simon Burstein
Browns
- Christopher Bailey MBE
Burberry
- Lulu Kennedy MBE
Fashion East
- David Walker-Smith
DWS.London
- Grant Pearce
GQ Asia Pacific
- Jeremy Langmead
Mr Porter
- Paula Reed
Consultant
- Sir Paul Smith CBE
Paul Smith
- David Lauren
Ralph Lauren
- Richard James
Richard James
- Alannah Weston
Selfridges
- Wei Koh
The Rake
- Andrew Weitz
The Weitz Effect
- Tom Ford
Tom Ford
- Gordon Richardson
TOPMAN
- Tracey Emin CBE
Tracey Emin Studio
- Simon Fuller
XIX Entertainment
- Dan Stevens
- David Walliams
- Douglas Booth
- Harold Tillman CBE
- Marigay McKee
- David Furnish
LFWM Ambassador
- Dermot O’Leary
LFWM Ambassador
- Hu Bing
Menswear Ambassador
for Asia
- Lewis Hamilton
LFWM Ambassador
- Nick Grimshaw
LFWM Ambassador
- Tinie Tempah
LFWM Ambassador

Events & Announcements 2016–17



- Events**
- Graduate Preview Day
 - London Collections Men SS17
 - LONDON show ROOMS Men's Paris
 - No 10 Downing Street reception to celebrate London Fashion Week hosted by Theresa May
 - London Fashion Week SS17
 - London Fashion Week Festival September 2016
 - LONDON show ROOMS Women's Paris
 - The Fashion Awards 2016
 - London Fashion Week Men's AW17
 - London Fashion Week Men's Talk Series AW17
 - LONDON show ROOMS Men's Paris
 - London Fashion Week AW17
 - London Fashion Week Festival February 2017
 - International Fashion Showcase
 - LONDON show ROOMS Women's Paris



- Talent Support Awards**
- BFC/Vogue Designer Fashion Fund 2016/17
 - BFC/GQ Designer Menswear Fund sponsored by VERTU 2016
 - Graduate Preview Day Awards
 - NEWGEN, sponsored by TOPSHOP and TOPMAN, 2016–17
 - NEWGEN MEN, sponsored by TOPSHOP and TOPMAN, 2016–17
 - Headonism 2016-2017
 - Rock Vault 2016–17
 - The Fashion Awards 2016
 - Future British Initiative 2016/17, led by Boden
 - BFC Fashion Trust 2017



- Business Support**
- HR & Finance Learning Labs
 - Business Skills Seminar
 - Supply Chain Workshops
 - Licensing, Trend, Investment & Sales Workshops
 - Branding & Sales Strategy Learning Lab
 - Pensions Workshop
 - Leadership Skills and Efficiencies Workshop
 - E-Commerce & Business Impact Learning Lab
 - Intellectual Property and Trademarking Workshop
 - Building a Brand Business Skills Seminar
 - Entering China Workshop
 - Sustainability Fashion Lab
 - Team Building, Efficiency & Tools Fashion Lab
 - Digital Brand Building & E-Commerce Fashion Lab
 - Supply Chain Management Clinic
 - Mindful Leadership & Culture Building Workshop
 - Merchandising Insights Workshop
 - Merchandising Mentoring Clinic
 - Sustainability Mentoring Workshop
 - LONDON show ROOMS Paris Sales Workshops
 - LCM, LFW and LFWM Designer Seminars



- Supported Events**
- International Designers Imagine Utopia at Somerset House

Pillars

We identified five pillars through which we have focused our energy and the support so generously provided by organisations, individuals and global influencers. Creativity is at the heart of everything we do and is the hallmark of success for every British fashion business.

Reputation

We are increasing the international profile of British fashion and British Fashion Council-led events, working with strategic partners globally to champion our industry. We aim for our event experiences and content to exceed all expectations, to attract new audiences and further develop our reputation for professionalism and creativity.

Innovation & Digital

We want British businesses to lead in innovation and digital. We are identifying ways to support more businesses to get online and utilise more technologies in order to be more efficient.

Business

We have refocused our mentoring programmes to create new opportunities to support more businesses. We are developing an online portal to create open access to business support information and seminars.

Investment

We aim to attract more investors into the sector, establishing early stage investment vehicles underpinned by philanthropy and to prepare designer businesses to be investor ready.

Education

We attract talented young people into the industry by delivering key education initiatives that can help skills development and financial support.

Reputation Innovation & Digital Business Investment Education

Pillar Presidents

2016–2018 The new Pillar Presidents agreed to work for a three-year term to continue to support the BFC team and where possible invigorate and inspire great work on behalf of the industry.

(CLOCKWISE FROM TOP LEFT)

Reputation
Sophia Neophitou, 10 Magazine

Innovation & Digital
Martijn Bertisen, Google UK

Business
Sian Westerman

Investment
Sian Westerman

Education
Meribeth Parker
Sarah Mower MBE



Reputation

**2.5 million tweets
surrounding London
Fashion Week**

London Fashion Week September 2016

London Fashion Week (LFW) is one of the world’s top four leading fashion showcases, it takes place twice a year in February and September showcasing over 250 designers to a global audience of influential media and retailers. It is estimated that orders of over £100m are placed during LFW each season.

London Fashion Week Sept.2016

In September 2016, LFW returned to Brewer Street Car Park in the heart of Soho. The 64th edition of LFW featured 83 designers showcasing SS17 collections on the schedule and over 150 in the Designer Showrooms. The catwalk shows and presentations included designers Antonio Berardi, Anya Hindmarch, Burberry, FYODOR GOLAN, House of Holland, MM6 Maison Margiela, Oliver Spencer, TOPSHOP UNIQUE, VERSUS, among others. New for this season were designers Malone Souliers, Paula Knorr, ROBERTS | WOOD and Sharon Wauchob.

Highlights this season included the BFI London Film Festival in partnership with American Express screening the premier of Tom Ford’s new film, *Nocturnal Animals*, an exhibition of the very best of 20th and 21st-century fashion illustration at the Gray M.C.A. gallery, and an exhibition concentrating on Zaha Hadid’s design collaborations with other creatives – including Iris van Herpen, Krystyna Kozhoma, Nasir Mazhar, Peter Do, Phoebe English and XO, at the Gallery Maison Mais Non in Soho.

Another highlight this season was the celebration of LFW by Carnaby Street with activations including the live streaming of catwalk shows for consumers on screens in the street, to workshops, unique experiences and in-store offers as well as free beauty treatments in the Carnaby Pampervan parked up on Ganton Street throughout Fashion Week.

To further celebrate LFW the official hotel sponsor, The May Fair Hotel, created an installation in its windows to showcase a piece of artwork designed by internationally renowned British brand, Julien Macdonald.

Other key events over LFW included Burberry at Makers House, three special exhibitions at Buckingham Palace celebrating the Queen’s 90th birthday and talks from prominent fashion industry creatives including Amanda Wakeley, Henry Holland and Zandra Rhodes.

LFW September 2016 Digital Facts & Figures

- #LFW on Twitter: 150,733 tweets
- 1.9 million impressions on @londonfashionwk tweets
- 3.8 million impressions on tweets including #LondonIsOpen
- Snapchat Global Live Story received 11.5 million views
- Ocean screens around the UK displayed LFW content reaching 5 million people over the course of four days

Principal Sponsor

Sunglass Hut

Official Sponsors

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London Evening Standard
Maybelline New York
The May Fair Hotel
Mercedes-Benz
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TONI&GUY
Topshop
The Vinyl Factory

Official Suppliers

Aggreko
Carabao
evian
Fashion and Beauty Monitor
LAUNCHMETRICS
Mainetti
Miller Harris
PROPERCORN
Samsung Serif TV
Scavi & Ray
The Store Kitchen
Triumph

Official Funders

European Regional Development Fund
Mayor of London
UK Trade & Investment

**It is estimated
that orders
of over £100m
are placed during
LFW each season**



**New for February
2017 Instagram
stories received
214,000 unique
views across 62
pieces of content**

London Fashion Week February 2017

The 65th edition of LFW featured 82 designers showcasing collections on the schedule and over 100 designers, UK and international, emerging and established, showing ready-to-wear and accessories in the Designer Showrooms.



London Fashion Week February 2017 welcomed over 5,000 guests, including press and buyers from over 49 countries, to its new home at The Store Studios.

New to the schedule were CHALAYAN, Roland Mouret and accessories brand Hill and Friends, as well as brands A.W.A.K.E and Ports 1961. Returning to the schedule names included Burberry, MM6 Maison Margiela and VERSUS. The schedule also featured emerging talent from the BFC’s NEWGEN initiative, Ashley Williams, Fasutine Steinmetz, Marta Jakubowski, Molly Goddard, Paula Knorr and Sadie Williams.

The show schedule once again highlighted the diverse and innovative British fashion industry on display in London – with 50% of the designers behind brands on the show schedule born outside of the United Kingdom, representing 42 brands.

Thanks to a partnership with Ocean Outdoor, LFW content was projected nationwide, screening highlights onto outdoor advertising screens across Birmingham, Glasgow, Leeds, Liverpool, London, Manchester and Newcastle.

LFW February 2017 Digital Facts & Figures

- #LFW on Twitter: 92,000 tweets
- 1.5 million impressions on @londonfashionw tweets
- 90.6K images uploaded to Instagram using #LFW
- 214K total views on Instagram Stories
- Snapchat Global Live Story received 199 million views across 3 days

Principal Sponsor

Sunglass Hut

Official Sponsors

Etihad Airways
Lavazza Coffee
London Evening Standard
Maybelline New York
The May Fair Hotel
Mercedes-Benz
The Store Studios
TONI&GUY

Official Suppliers

DHL
evian
Fashion and Beauty Monitor
LAUNCHMETRICS
Mainetti
PROPERCORN
Scavi & Ray
Triumph
Verve

Official Funders

European Regional Development Fund
Fashion East AW17
Mayor of London
UK Trade & Investment

**London Fashion
Week Festival
welcomes over
15,000 visitors
each season**

London Fashion Week Festival

London Fashion Week Festival (LFWF) is a bi-annual four-day event taking place at The Store Studios, 180 Strand – the official home of London Fashion Week. The event, formerly known as London Fashion Weekend, was renamed London Fashion Week Festival in 2016 and moved to its new venue in 2017.

Taking place in February and September, London Fashion Week Festival is the ultimate fashion experience allowing consumers to get involved with fashion, from digital engagement to events across the city.

The event allows consumers to shop a curated edit of designer collections at exclusive prices and gives consumers front row access to runway shows and talks by industry experts. The event, which first took place in 1998, recognises the BFC’s ongoing commitment to building consumer engagement with British designers.

LFWF is a city-wide celebration of an industry worth £28 billion to the UK economy and which employs nearly 900,000 people across the country.

The four-day event is focused around four elements:

Catwalk Shows
The Catwalk Show Space hosts four LFW designer shows and a series of Trend Shows which showcase the latest seasonal trends and provide indispensable styling tips delivered by one of the industry’s top experts.

Shopping
Fashion’s biggest pop-up offers the very best in designer shopping with galleries of over 150 British and international brands.

Talk Schedule
The curated Talks Schedule offers a dynamic programme of inspiring and engaging panel discussions and events with exclusive access to leading industry experts.

Consumer Experiences
Visitors are given the opportunity to interact with retailers and sponsor activity such as beauty and hair treatments.

September 2016 & February 2017 Highlights
In September 2016, showcasing their AW16 collections during London Fashion Weekend at the Saatchi Gallery were designers J.JS Lee, Preen by Thornton Bregazzi and SIBLING. Ambassador for the event was Daisy Lowe and hosts of the weekend’s catwalk shows were Jack Guinness and Laura Jackson.

As part of the event, the 2016 winner of the BFC/Vogue Designer Fashion Fund, Sophia Webster was commissioned to design this season’s London Fashion Weekend limited edition tote bag.

In October 2016, the BFC announced that the event was being re-branded to LFWF. The move to The Store Studios fulfilled the BFC’s ambition of creating a fashion and cultural hub in the heart of London.

In February 2017, designer and activist Dame Vivienne Westwood was commissioned to design the limited edition LFWF tote bag, made out of 100% organic cotton.

Catwalk Designers
J.JS LEE
Preen by Thornton Bregazzi
SIBLING
Edeline Lee
Mother of Pearl
Huishan Zhang
Teatum Jones
The Trend Catwalk Shows were curated by VeryExclusive.co.uk. in September 2016 and Avenue 32 in February 2017

Collectable Totes
London Fashion Weekend September 16
Sophia Webster
London Fashion Week Festival February 17
Vivienne Westwood

Talks September 2016:
Brix Start Smith and Melanie Rickey
Daisy Lowe
Fashioning a Reign: 90 Years of Style from the Queen’s Wardrobe
H&M
Patrick Grant
Sarah Shotton, Agent Provocateur
SIBLING
Sophia Webster
TONI&GUY X label.m

Talks February 2017:
Anya Hindmarch
Balenciaga V&A
Diana, Kensington Palace
Huishan Zhang
LIKEtoKNOW.it: The Art of Influence
Mother of Pearl
Maybelline New York
MOMA
Pandora Sykes
Teatum Jones
TONI&GUY X label.m

London Fashion Weekend Sept 2016:

Official Sponsors
Avenue 32
Lavazza Coffee
Maybelline New York
The May Fair Hotel
Sunglass Hut
Swatch
TONI&GUY

Official Suppliers
Canon
evian
Hoover
Newby
Panalux

With Thanks To:
H&M
M&S
PROPERCORN

London Fashion Week Festival Feb 2017:

Official Sponsors
Avenue 32
Grazia
Lavazza Coffee
LIKEtoKNOW.it
Maybelline New York
The May Fair Hotel
Sunglass Hut
TONI&GUY

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evian
instax
Newby
Verve

With Thanks To:
M&S

**Menswear is
predicted to grow
by 22.5% between
2015 and 2020 to
reach £17.3 billion**

– Mintel's British Lifestyles 2016



CHRISTOPHER RAEBURN SS17

London Collections Men / London Fashion Week Men's



LOU DALTON JANUARY 2017

London Collections Men (LCM) is a biannual showcase that takes place every January and June. The event celebrates the creative and commercial importance of the British menswear industry and showcases the very best creative and design talent from around the world through a packed schedule of shows, presentations, installations, dinners and events.

London Collections Men June 2016

In June the schedule for London Collections Men featured 138 brands with 55 designers in the Designer Showrooms, 32 catwalk shows, 30 presentations and 21 events across 26 central London venues and the LCM hub at 180 Strand.

Returning brands included Astrid Andersen, Belstaff, Christopher Kane, Christopher Raeburn, Christopher Shannon, Coach, J.W. Anderson, KTZ, Lou Dalton, Matthew Miller, Nasir Mazhar, QASIMI, SIBLING, Throup and TOPMAN Design.

New additions to the schedule included presentations from global brand MCM, Japanese designer Maison Mihara Yasuhiro, Korean designer Song Zio and XIMONLEE presented by GQ China.

This British Fashion Council co-hosted three events including a partnership between Paul Smith and Derek Ridgers for the celebration of 40 years of punk, a VMAN and Converse party and the Superdry Sport launch.

June 2016, Digital Facts & Figures

- 10.7K images uploaded to Instagram using #LCM
- #LCM on Twitter: 61K tweets
- 975K impressions on @BFC tweets

Official Sponsors

British GQ
Mercedes-Benz
Lavazza Coffee
Radisson Blu Edwardian London
The Vinyl Factory
Superdry
Swatch
TOPMAN

Official Suppliers

evian
Fashion and Beauty Monitor
Floris London
LAUNCHMETRICS
Murdock London
Propress
Warsteiner Lager

Official Funders

Chair of LCM
European Regional Development Fund
Mayor of London
UK Trade & Investment

**Men's AW17 –
1,409 online articles
were published
internationally
in 59 countries**

London Fashion Week Men's

London Fashion Week Men's January 2017

LFWM is a city-wide celebration that combines fashion, music, digital and design. In January 2017, the official opening of LFWM was hosted by Sadiq Khan, Mayor of London; Dylan Jones OBE, Chair of London Fashion Week Men's (LFWM) and Caroline Rush CBE, Chief Executive British Fashion Council (BFC). The event, that took place at The Store Studios, 180 Strand, was the 10th edition of the London menswear showcase.

Previously known as London Collections Men, the event was renamed London Fashion Week Men's to recognise its equal importance to womenswear and better engage with a consumer audience.

From Friday 6th to Monday 9th January, The Designer Showrooms at The Store Studios hosted more than 60 designers. More than 50 designers showcased their collections across the four days. Highlights this season included Vivienne Westwood returning to schedule, Charles Jeffrey LOVERBOY, Fen Cheng Wang, JW Anderson, and Per Götesson. Also showcasing their collections this season were NEWGEN designers Alex Mullins, Craig Green, Cottweiler, Liam Hodges and Wales Bonner. Designers Kiko Kostadinov and Phoebe English Man further hosted presentations.

In December 2016 the BFC and Google launched a new digital educational platform to bring to life the creativity, heritage and craftsmanship of British fashion. The platform features content and stories from top British designers and fashion insiders. To celebrate LFWM a special series of exclusive stories were launched under "Spotlight on Menswear".

This season, over 38 countries were represented by international press and buyers. This was a 19% season-on-season increase in terms of countries attending.

January 2017 Digital Facts & Figures

- 1.2 million impressions on @londonfashionwk tweets
- 19.5K images uploaded to Instagram using #LFWM

Official Sponsors

British GQ
Etihad Airways
Lavazza Coffee
Mercedes-Benz
Radisson Blu Edwardian, London
TONI&GUY
The Vinyl Factory

Official Suppliers

evian
Fashion and Beauty Monitor
LAUNCHMETRICS
Olympus PEN
The Store
Warsteiner Lager

Official Funders

European Regional Development Fund
Mayor of London
UK Trade & Investment

Chair of London Fashion Week Men's

Dylan Jones OBE, Editor, British GQ





**The Fashion Awards
2016 was held
at the Royal Albert
Hall and amassed
£199m worth
of media value
globally in one night**

The Fashion Awards 2016 in Partnership with Swarovski

Previously known as the British Fashion Awards, The Fashion Awards in partnership with Swarovski celebrates the best of British and international talent from the global fashion community in one extraordinary evening.

The Fashion Awards is an annual fundraising gala for the British Fashion Council Education Foundation charity. The new format in 2016 had a core aim – to raise significant funds over the next ten years for education scholarships to help the best talent attend leading fashion colleges.

Hosted by Jack Whitehall, the awards welcomed fashion industry guests and celebrities including Anna Wintour OBE, David Beckham OBE, Gigi Hadid, Jared Leto, Kate Moss, Lady Gaga, Mario Testino OBE, Naomi Campbell and Skepta. The event was held at the iconic Royal Albert Hall and welcomed over 4,000 members of the industry and public.

Each year the awards are voted for by the BFC’s international judging panel, made up of over 800 key industry figures from all corners of the fashion community. In 2016 Molly Goddard was awarded the British Emerging Talent award, Craig Green was honoured with the British Menswear Designer award and Simone Rocha was awarded British Womenswear Designer. The Swarovski Award for Positive Change went to Franca Sozzani for her incredible contribution to the fashion industry and Bruce Weber was honoured with the Isabella Blow Award for Fashion Creator.

32 Creative Influencers were also recognised during the ceremony for the significant work they do behind the scenes of the fashion industry, including stylists, photographers, make-up artists, set designers and agents.

Principal Sponsor
Swarovski

Presenting Sponsors
American Express
M.A.C
TONI&GUY

Official Sponsors
CÎROC
Marks & Spencer
Mercedes-Benz
SHOWstudio

With Thanks To
Bertie de Rougemont

British Fashion Council Patrons
Inca Productions
Marc Newson
Nikki Tibbles and Wild at Heart
The Fashion Awards Voters
The Royal Albert Hall



Winners

British Emerging Talent
Molly Goddard
Presented by Alexa Chung & Jordan Kale Barrett

The Swarovski Award for Positive Change
Franca Sozzani
Presented by Tom Ford

British Menswear Designer
Craig Green for Craig Green
Presented by Lady Gaga

British Womenswear Designer
Simone Rocha for Simone Rocha
Presented by Kate Beckinsdale

Model Of The Year
Gigi Hadid
Presented by Donatella Versace

Isabella Blow Award for Fashion Creator
Bruce Weber
Presented by David Bailey CBE & James Jagger

Special Recognition
Celebrating 100 Years of British Vogue
Presented by Mario Testino OBE

Outstanding Achievement In Fashion
Ralph Lauren
Presented by David Beckham OBE

British Brand
Alexander McQueen
Presented by Naomi Campbell

International Urban Luxury Brand
VETEMENTS
Presented by Marilyn Manson

New Fashion Icons
Jaden & Willow Smith
Presented Edward Enninful OBE & Skepta

International Accessories Designer
Alessandro Michele for Gucci
Presented by Jared Leto

International Ready-To-Wear Designer
Demna Gvasalia for Balenciaga
Presented by Carine Roitfeld & Stella Tennant

Positive Fashion

Positive Fashion is a British Fashion Council initiative designed to set a new industry agenda around sustainable and best business practices.

We would like to thank lead partner Marks & Spencer (2013–2016) for their commitment to Positive Fashion and their passion for developing and celebrating best practice in our industry.

Positive Fashion established three streams of work to take forward.

- **People**– Diversity, Gender Equality, Model Health, Best Practice
- **Sustainability** – Planet, Transparency
- **Skills** – Manufacturing and Craft

2017

In March 2017 the BFC launched the High-End and Designer Manufacturers Database, a national database of UK manufacturers, which aims to make it easier for designers to gain ethical supply chain certificates and facilitate successful relationships between designers and production units. The initiative was a direct recommendation from the Manufacturing Report, published in 2015.

2016

In May 2016, in line with its aim to focus on best practice, the Positive Fashion Committee partnered with the ‘Make it British – Meet the Manufacturer’ trade fair to host a panel discussion between key industry figures, designers and manufacturers focused on helping designers to engage manufacturers in a way which secures the best results for all parties.

People

The BFC is committed to diversity and gender equality, believing that the fashion industry is one of the most socially inclusive sectors in the country.

Supporting Models

The BFC brings together a working party comprising of the AMA, model agency representatives, Equity, and the Mayor of London’s office to develop an ongoing Model Programme. The panel looks at opportunities to help set industry standards. The BFC requires that designers showing at LFW and LFWM supply food and soft drinks backstage and that all models walking at LFW are at least 16 years of age. The BFC undertakes spot checks to ensure that these contractual obligations are adhered to. The BFC runs The Model Zone during LFW and LFWM, a dedicated exclusive space for models to rest, eat, drink and relax between castings, shows and presentations.

Sustainability

Positive Fashion shares knowledge & celebrates those breaking ground in sustainability.

Skills

Local manufacturing, craft & community is the third stream of work for the Positive Fashion Committee.

Positive Change Committee

The British Fashion Council would like to thank those who have already contributed to its Positive Fashion Strategy since its inception:

- Adam Fenwick, Fenwick Limited
- Annette Cremin, Selfridges
- Belinda Earl, Marks & Spencer
- Caroline Rush, CEO British Fashion Council
- Catarina Midby, H&M
- Christopher Moore and Glasgow Caledonian University
- Creative Skillset
- Dana Gers, Jimmy Choo
- Daniella Vega, Selfridges
- Diana Verde Nieto, Positive Luxury
- Emma Byrne, Harvey Nichols
- Eoghan Griffin, John Lewis Partnership
- Eva von Alvensleben, Kering
- Juliet Warkentin, Amazon Fashion
- Krishan Hundal, Marks & Spencer
- Paula Nickolds, John Lewis Partnership
- Roberto Canevari, Burberry
- Shadi Halliwell, Harvey Nichols
- Simon Colbeck
- Stephen Sunnucks, Gap
- Tania Littlehales, Marks & Spencer
- Vanessa Podmore

**The British Fashion
Council supports,
develops and adds
value to the British
fashion industry**

Chief Executive

The BFC is recognised as the leading voice of the industry. Within her capacity as Chief Executive, Caroline Rush is a member of various groups created by independent bodies and national government. These include the Creative Industries Council and its Sector Advisory Group for International Trade; the Creative Industries Federation Advisory Board, the Great Private Sector Council, the London Cultural Strategy Group and the Mayor of London's Menswear Cultural Committee. These groups support and promote the creative industries on a global scale.



Creative Industries Council

The Creative Industries Council (CIC) was formed in 2011 as part of the government's Plan for Growth. It is a joint forum between the creative industries and the government, co-chaired by the Secretary of State for Culture, Media and Sport, the Secretary of State for Business, Innovation and Skills, and an industry Chair. Its mission is to help drive growth in the UK's creative industries and ensure that the UK remains a global centre of excellence for these industries. It identifies and focuses on areas where there are barriers to growth facing the sector such as access to finance, skills, export markets and inward investment, data collection, intellectual property and infrastructure.

Creative Industries Sector Advisory Group

The Creative Industries International Trade Sector Advisory Group is formed of senior representatives of trade bodies and organisations across the creative industries who have an interest in developing international business for their membership and help UKTI deliver a coordinated programme of activities to enhance the international reputation of the UK's creative industries and to maximise the business benefits of this to the UK. Its aim is to provide UKTI with strategic direction, promote the sector internationally and engage the UK sector in an international programme of activity. The group will also lead the international work-stream of the Creative Industries Council. The Group is co-chaired by the Minister for Culture, Communications and Creative Industries, and Tim Davie Chief Executive, BBC Worldwide and Director Global. The BFC also supports the official Creative Industries website: www.thecreative-industries.co.uk

Creative Industries Federation

The British Fashion Council is a founding member of the Creative Industries Federation which brings together private and public creative businesses to form a shared and independent voice on behalf of the UK's public arts, creative industries and cultural education.

Great Private Sector Council

GREAT is the government's campaign, which aims to boost growth via increased tourism, inward investment, trade support, student's participation and influence. Despite good progress to date, government relationships with private sector partners through the GREAT campaign have tended to be tactical and transactional, rather than strategic and long-term. With the campaign being extended, the government can now provide private sector partners with the assurance that GREAT will be available to businesses longer term, allowing better planning, focus and results. Going forward the opportunity is therefore for government to establish a way to engage with private sector strategy partners more.

Innovation & Digital

The British Fashion Council has built a reputation as the leader in Innovation & Digital and understands the importance of engaging with key players in the global market

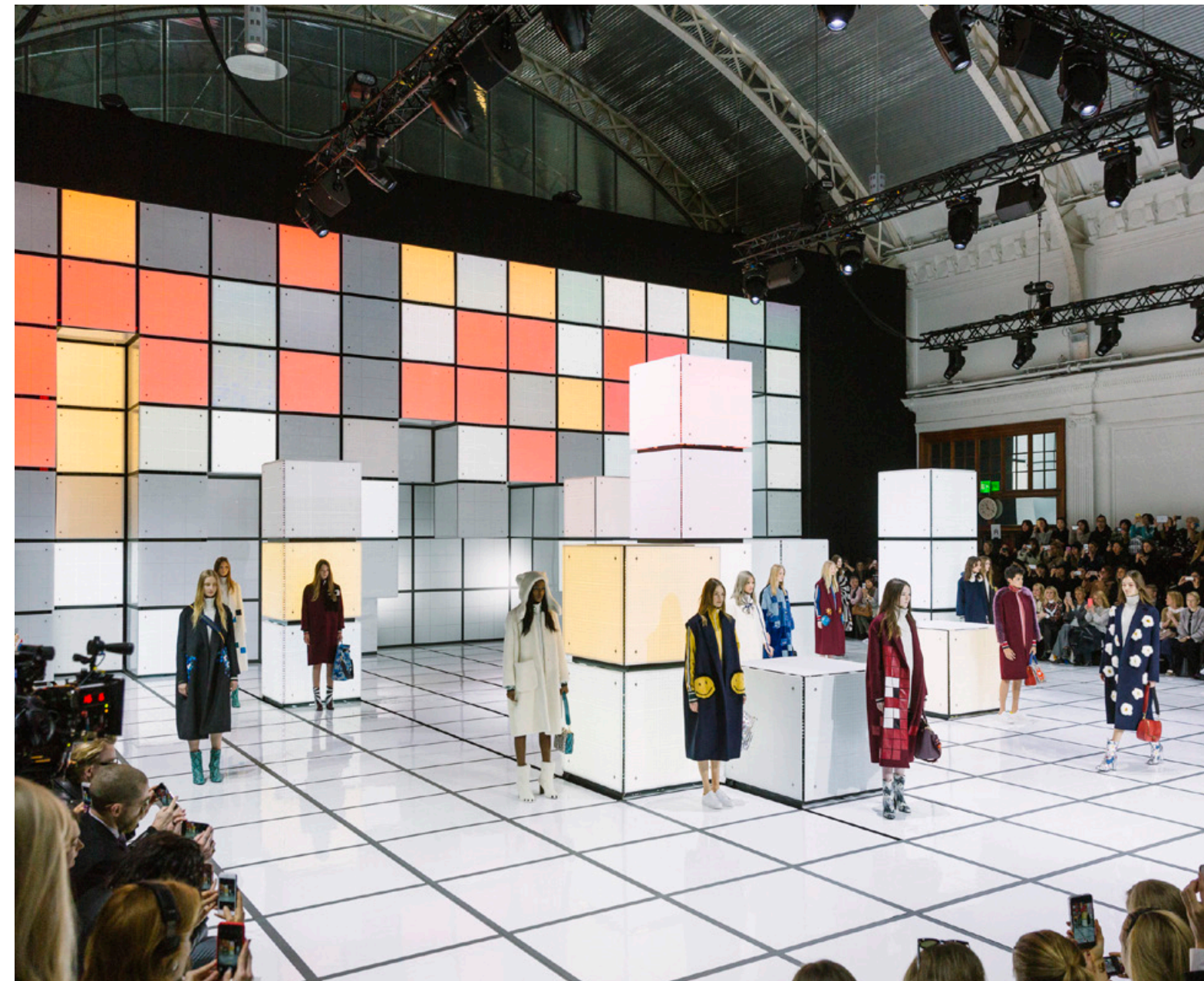
Through the power of digital and social media, the British Fashion Council engages with a global audience and further develops its strategy to reach consumers around all of its events and initiatives

Innovation & Digital

2016/17 saw the Innovation & Digital committee set tasks for increased social engagement, further support our designer businesses through championing a digital first approach & reset the overall pillar agenda.

Innovation & Digital is at the heart of everything the BFC does and leads its strategy across all areas; this pillar helps provide British designer businesses with the expertise and advice they need to succeed in a changing industry landscape. Target areas include expanding into the global market, encouraging business growth, selling direct to consumers & promoting online retail opportunities and tailored engagement with different media platforms.

britishfashioncouncil.com
facebook.com/britishfashioncouncil
twitter.com/bfc
pinterest.com/britishfashion
instagram.com/britishfashioncouncil
youtube.com/britishfashioncouncil



Business

The British Fashion Council has focused upon key areas which help create a robust framework that supports the fashion community

Through mentoring we are committed to assisting designers to commercialise their creativity

Business Development & Support

Business Development & Support

The British Fashion Council’s talent support pathway aims to engage students, support emerging businesses and both celebrate and champion our global brands.

The new business support programme aims to take designers in BFC support schemes through a ten stage programme tailored to the size and expertise of their business. This knowledge is then shared with a broader audience through our Designer Fact File. Senior industry advisors, supported by the Fashion Business Network, form the mentoring programme.

- 10 Stage Programme:**
 1. Concept
 2. Business Model and Business Basics
 3. Business Plan & Strategy
 4. Market Offering
 5. Funding
 6. Production & Partners
 7. Distribution
 8. Growth
 9. Understanding Investors
 10. Long-Term View

We work closely with the Business Pillar committee to secure senior industry advisors, supported by the Fashion Business Network (a curated community of professionals and service experts across key functional areas including accounting, law, merchandising, manufacturing, e-commerce and finance.)

Explorer

Designed for graduates, people wishing to start a business, or those in the very early stages of their business, this series of seminars serves as a reliable source of information to offer a better understanding of the complexity of the industry, what to expect and how to prepare for the challenges ahead. Working in tandem with the Colleges Council, we also use these seminars to inform educators such as heads of courses and tutors about real-time industry developments and challenges, in order to arm them with the knowledge to better prepare their students and graduates for life post-graduation.

Start-Up

Focusing on BFC-identified emerging talent, specifically NEWGEN, Rock Vault and Headonism; Fashion Start Up incubates businesses at early-stage through 1:1’s, workshops, Learning Labs and mentor partnerships. Covering the key steps 1-4 (and looking up to 5-7, as detailed on the previous page) across the fashion business value chain, designers are not only educated and trained in these areas but given practical, bespoke, hands-on support to implement processes and values, and ‘bootstrap’ their businesses.

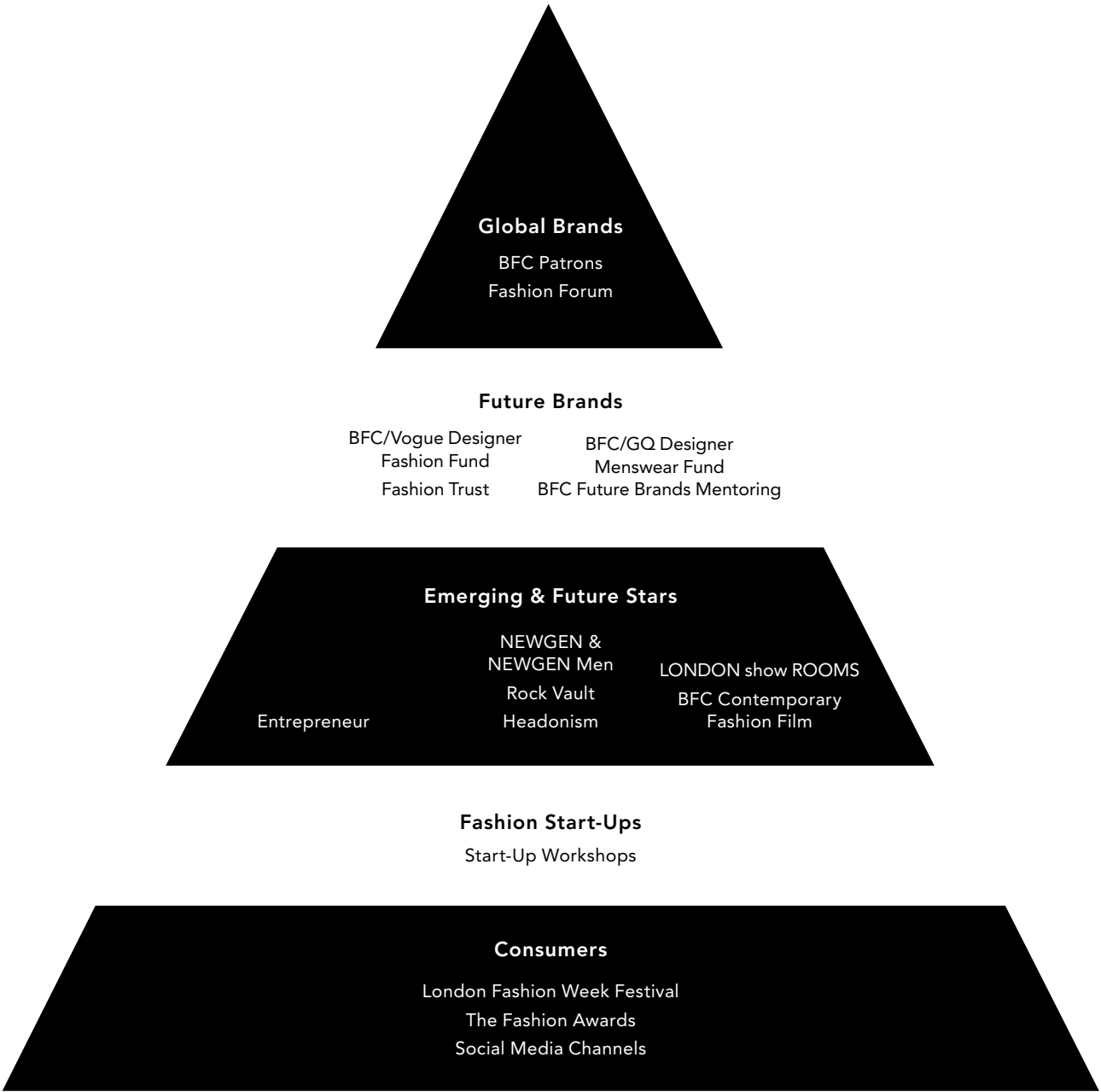
Entrepreneur

For the next stage of business, designers in BFC Fashion Trust, BFC/ Vogue Designer Fashion Fund and BFC/GQ Designer Menswear Fund supported by Vertu, the Fashion Entrepreneur programme is designed to continue supporting businesses and prepare them for growth. Revisiting and re-evaluating steps 2-4, and focusing on steps 5-9, they concentrate during workshops, Learning Labs, and mentoring 1:1’s on refining their business model, strengthening their offering, and preparing for the next stage of growth.

Future Brands

The aim of the Future Brands programme is to give indepth and targeted support to New Establishment designers so they can become the brands of the future. The programme provides a chance for these businesses to tap into the incredible expertise of senior mentors one-on-one, to gain value and solid opportunities for growth. High profile industry leaders work with a designer and their business over a two-year period. These key mentors open their contact books to assist in knowledge gaps and share expertise across the business. They also assist the designer in structuring their business, help appoint key personnel and develop essential business disciplines and strategy to deliver growth. Designers also receive guidance from KPMG consultants, along with support from the Fashion Business Network.

Talent Support Pathway



NEWGEN & NEWGEN Men

NEWGEN was created in 1993 and with the launch of a dedicated menswear showcase NEWGEN Men was created in 2009.

Internationally recognised as the prestigious showcase of the best up-and-coming British fashion talent, recipients are selected by a panel of media and buying experts chaired by Sarah Mower MBE, the BFC’s Ambassador for Emerging Talent.

NEWGEN offers emerging designers financial support towards their show costs and the opportunity to use the BFC Catwalk Show Space, Presentation Space or exhibition offering designers the chance to meet influential press and buyers from around the world.

Since NEWGEN’S inception, its roll call of designers has included Alexander McQueen, Antonio Berardi and Matthew Williamson and more recently Christopher Kane, Craig Green, Erdem, J.W. Anderson, Marios Schwab, MARQUES’ALMEIDA, Mary Katrantzou and Simone Rocha.

The BFC would like to thank TOPSHOP and TOPMAN for their support of NEWGEN and NEWGEN Men. They have made supporting talent integral to their strategy and have extended beyond their sponsorship into offering selected designers access to their show venues and creating product collaborations available on the high street.

NEWGEN Womenswear Supported Designers 2016–17
Ashley Williams
Molly Goddard
Ryan LO
Faustine Steinmetz
Marta Jakubowski
Paula Knorr
Sadie Williams

NEWGEN Men Supported Designers 2016–17
Bobby Abley
COTTWEILER
Craig Green
Liam Hodges
Diego Vanassibara
Nasir Mazhar (Men’s)
Pieter Vidur
Kiko Kostadinov
Phoebe English MAN
Alex Mullins
WALES BONNER

NEWGEN Panel 2016–17
Sarah Mower
British Fashion Council, BFC Ambassador for Emerging Talent

Caroline Rush
British Fashion Council, CEO

Alexander Fury
T Magazine, Chief Fashion Correspondent

April Glassborow
Fashion Consultant

Cassie Smart
Matchesfashion.com, Women’s Shoe and Bag Buying Manager

Celenie Seidel
Style.com, Market Editor

Kate Phelan
TOPSHOP, Creative Director

Laura Burlington
Fashion Consultant

Laura LARBALTESTIER
Browns, Womenswear Buying Director

Madelaine Evans
TOPSHOP, Buying Director

Melanie Rickey
Fashion Editor at Large

Rebecca Lowthorpe
Fashion Director, Grazia

Sheena Sauvaire
TOPSHOP, Chief Marketing Officer

Stavros Karelis
Machine A, Founder and Buying Director

Susanne Tide-Frater
Farfetch, Brand Strategy Director

Anna Orsini
British Fashion Council, Strategic Consultant

Barbara Grisipini
British Fashion Council, Curator, LONDON show ROOMS and Brand Development Consultant

NEWGEN Men Panel 2016–17
Sarah Mower
British Fashion Council, BFC Ambassador for Emerging Talent

Caroline Rush
British Fashion Council, CEO

Ben Banks
Fourmarketing, Founder

Catherine Hayward
Esquire, Fashion Director

Charlie Porter
Journalist

Gordon Richardson
TOPMAN, Creative Director

Jason Griffiths
TOPMAN, Marketing Director

Lulu Kennedy
Fashion East, Founder and Director

Robert Johnston
GQ, Fashion Director

Stavros Karelis
Machine A, Founder and Buying Director

Terry Betts
Thread, Head of Business Development

Anna Orsini
British Fashion Council, Strategic Consultant

Barbara Grisipini
British Fashion Council, Curator, LONDON show ROOMS and Brand Development Consultant

BFC Fashion Trust

The BFC Fashion Trust is a charitable initiative which offers designers’ businesses financial awards (to promote the art of fashion) and access to the BFC mentoring programme.

This initiative has been developed in partnership with the programme and fundraising co-chairs Tania Fares and Sian Westerman, and the Fashion Trust Advisoree Committee who, together with the BFC, are responsible for selecting beneficiaries and allocating grants.

The BFC Fashion Trust Founder Patrons also contribute to the Graduate Trainee Programme which offers BA and MA graduates a 12-month paid placement working for British based designers.

Previous years’ recipients of grants and mentoring include Christopher Kane, Emilia Wickstead, Holly Fulton, House of Holland, Jonathan Saunders, Mary Katrantzou, Nicholas Kirkwood, Osman, Peter Pilotto, Roksanda Ilincic, Sophia Webster and Zoe Jordan.

The initiative is funded by private donors and corporate partners. A curated programme of events offers insight into the global fashion landscape. The programme includes studio visits; in conversations with key industry leaders; trends briefings; fashion business talks and curator-led tours at the Victoria and Albert Museum.

The Fashion Trust became a Trust within the BFC/ VDFF Charity, registered in England and Wales in September 2012. Registered charity number: 1139079.

Supported Designers 2016-17

GRANTS
Eudon Choi
FYODOR GOLAN
Gareth Pugh
Hillier Bartley
Holly Fulton
HUISHAN ZHANG
MARQUES’ALMEIDA
palmer//harding
PHOEBE ENGLISH
Prism
Rejina Pyo
SIBLING

Graduate Traineeships

J.W.Anderson – Pip Howlett, Westminster
Mary Katrantzou – Stefanie Tshirky, RCA
Roksanda – Amanda Svart, RCA

Co-Chairs

Kimberley Hersov
Tania Fares

In September 2016
Sian Westerman took
over Kim Hersov’s role

Founder Patrons

Belma Gaudio
Deborah Brett
Felicia Brocklebank
Joanna Przetakiewicz
Kate Haslett
Leon Max
Megha Mittal
Natalie Livingstone
Nicoletta Fiorucci
Terry de Gunzburg
Yassmin Ghandehari

Patrons

Alison Goldberg
Christopher Suarez
Danielle Ryan
Desirée Bollier
Harrods
Karen Ruimy
Lady Bamford
Marie-Anya Shriro
Michelle Yeoh
Mounissa Chodieva
Nadezhda Rodicheva
Narmina Marandi
Rachel Yeoh
Rana Tabiat
Sofia Barattieri
Wendy Yu

**Members 2016–17
Gold**

Alexandra Smet
Celeste Bickle
Claire-Anne Stroll
Diala Khlat
Eiesha Bharti Pasricha
Ena Martinovic
Eve Henderson
Ghizlan Guenez
Iain Burton
Irene Neuwirth
Janie Schaffer
Lisa Gregg
Maddalena Mincione
Marta Doskarina
Noreen Goodwin
Priya Downes
Sally Scott
Tatiana Korsakova
Temi Otedola
Vefa Huseynli
Veta Tsoukalas
Yasmin Khajavi
Yuki Oshima Scott

Silver

Ada Y. Zhao
Agata Krysiak
Alexander Lewis
Alison Henry
Amanda Wakeley
Amy Christiansen Si-Ahmed
Amy Ricker
Anna Sweeting
Anne Rotman de Picciotto
Annoushka Ducas
Anu Hinduja
Bodil Blain
Carmen Haid
Carola Voli
Carolina Bucci
Caroline Levy
Carolyn Franks
Claudia Ruimy
Dalit Nuttal
Dania & Mariam Sawedeg
Deborah Scott
Eleena Png
Eliane Fattal
Elisabetta Cipriani
Elizabeth Peyton-Jones
Fabio Salini

Fanny Moizant
Farah Sultan
Federica Fanari
Frida Lourie
Georgia Fendley
Georgina Rylance
Heather McQuarrie
Iliane Ogilvie Thompson
Iman Allana
Jan Olesen
Johanna Dunn
Jordana Reuben
Karina Isvelia
Katarina Ericsson
Kelly Hoppen
Kelly Simpkin
Laura Vilppula
Linda Bennett
Livia Brozzetti
Livia Firth
Magda Pozzo
Manoela Amaro
Maria Baibakova
Marie Halley
Marisa Drew
Maxine Hargreaves
Meera Santoro
Meleni Bharwani
Mia Fenwick
Nadine Amer
Natashaa Rufus
Isaacs
Natasha Zinko
Nazy Vassegh
Olivia von Halle
Rachel Vosper
Racil Chalhoub
Riley Ugгла
Saffron Aldridge
Sanja Vukelic
Sara Al Rashid
Shana Seligson
Shevanne Helmer
Simone Suss
Tatiana Kovylina
Teresa Calice
Vania Leles
Veronique Bellet
Warly Tomei
Yana Peel

The BFC Fashion Trust is a Trust of BFC/VDFF
Charity Number 1139079.

BFC/GQ Designer Menswear Fund Supported by Vertu

The BFC launched the BFC/GQ Designer Menswear Fund in 2013, supported by Vertu, to extend further support for developing British menswear businesses.

The BFC/GQ Fund provides one designer with a bespoke, high level mentoring support programme over a 12-month period, as well as a £150,000 grant to provide necessary infrastructure to take them to the next stage of their business. The BFC/GQ Fund is aimed at businesses that have been trading for a minimum of three years, with UK and international stockists.

Vertu, Lead Partner on the BFC/GQ Fund assists in developing the mentoring programme and gives access to its team of business leaders in technology, global distribution, legal and finance.

Winner 2016
Craig Green

Shortlisted Designers 2016
Astrid Anderson
Craig Green
Christopher Raeburn
Lou Dalton
SIBLING

The Menswear Fund Panel 2015–16
Dylan Jones OBE (Chair)
British GQ

Ben Banks
Fourmarketing
Caroline Rush CBE
British Fashion Council

Charlie Porter
Financial Times

Gordon Watson
Vertu

Helen Seamons
Guardian

Jason Basmajian
Cerruti

Jon Stanley
Vertu

Robert Johnston
British GQ

Stephen Doig
Telegraph Luxury

Previous Winners
E.Tautz
Christopher Shannon



BRITISH FASHION COUNCIL
& GQ DESIGNER MENSWEAR FUND
WINNER CRAIG GREEN

BFC/Vogue Designer Fashion Fund

The BFC/Vogue Designer Fashion Fund (The Fund) charity offers a significant financial award that enables a designer to considerably increase their profile as a creative British business.

The Fund helps to develop the infrastructure of the designer’s business to generate employment and with the assistance of high level mentoring, make the transition from a developing creative business to a global fashion brand.

For the second year, the BFC produced and directed the online series, Designer Fashion Fund, which follows the judges and the shortlisted designers through their journey of The Fund application process, from the first stage judging through to the winner announcement. The series also includes exclusive interviews with the previous winners of The Fund. The series is available to view on the British Fashion Council website, YouTube channel – British Fashion Council and Vogue.co.uk. The first five episodes of the six-part series received over 110,000 online views.

In March 2016, Sophia Webster was announced as the 2016 winner of the BFC/Vogue Designer Fashion Fund at a reception co-hosted by Alexandra Shulman OBE and Caroline Rush CBE.

- 2017 Winner**
Mother of Pearl & palmer//harding
- 2017 Shortlist**
Huishan Zhang
Mother of Pearl
Osman
palmer//harding
Shrimps
Sophie Hulme
Toogood

- The Fund Panel**
Alexandra Shulman OBE
British Vogue (Chair)

Caroline Rush CBE
British Fashion Council

Gemma Methringham
LABEL

Helen David
Harrods

Ian Lewis
Harrys of London Limited

Joan Burstein CBE

Lisa Armstrong
The Daily Telegraph

Mary Homer
Topshop

Samantha Cameron
British Fashion Council Ambassador

Sarah Manley
Burberry

Susanne Tide-Frater
Farfetch

- Supporters Of The Fund**
British Vogue
Burberry
Harrods
LABEL
Paul Smith
TOPSHOP
- Previous Winners**
Sophia Webster (2016)
Mary Katrantzou (2015)
Peter Pilotto (2014)
Nicholas Kirkwood (2013)
Jonathan Saunders (2012)
Christopher Kane (2011)
Erdem (2010)
- Charity Trustees
(BFCVDF & Fashion Trust)**
Alexandra Shulman OBE, British Vogue
Caroline Rush CBE, British Fashion Council
Chris Inman OBE, British Fashion Council
Stephen Quinn, British Vogue



BRITISH FASHION COUNCIL
VOGUE FUND PANEL

Initiatives

Rock Vault

Rock Vault is a jewellery initiative to support, showcase and promote Britain’s most innovative fine jewellery talent.

Curated by Stephen Webster MBE and developed by the BFC, Rock Vault launched during LFW in February 2012. The initiative is designed to give designers the opportunity to further develop their businesses and increase their exposure amongst UK and international media and retailers.

Supported Designers 2016–17

- Completedworks
- Daou Jewellery
- Frances Wadsworth Jones
- Lily Kamper
- Rachel Boston
- Shimell and Madden

BFC Fashion Film

BFC Fashion Film, sponsored by River Island, was founded in February 2012 and funds designers to create fashion films. The BFC and River Island host dedicated film screenings and build relationships across the fashion and film industries to mentor young talent and provide funding for short films.

Supported Designers 2016–17

- Christopher Shannon
- Dorateymur
- House of Holland
- Lou Dalton

Headonism

Headonism, curated by Stephen Jones OBE, supports emerging British milliners by providing a platform for sales and promotion throughout the year. Wedgwood became a sponsor of Headonism in September 2014 and introduced Project Tea Cosy. Each designer created a unique tea cosy for a Wedgwood teapot which was showcased during LFW in the Designer Showrooms. All designers receive mentoring and business support from Stephen Jones OBE and knowledge sharing from Piers Atkinson and Noel Stewart.

Supported Designers 2016–17

- Harvy Santos London
- Sophie Beale Millinery
- The Season Hats



Fashion Business Network

The Fashion Business Network is designed to facilitate networking and engage external companies to offer business support and mentoring year round. A curated group of partners across the value chain including legal, finance, production, buying and merchandising, PR, digital, branding, e-commerce, supply chain and more, provide bespoke services, rates and tools that aim to improve designers’ productivity, as well as mentoring and participating in workshops, Learning Labs and seminars. They are recognised by the fashion industry as supporters of emerging talent and presented with opportunities to provide funding, training, mentoring, and showcasing.

Designer Fact File

Originally published in 1997 by the BFC, Designer Fact File was re-launched in Spring 2016 as an online interactive hub of reliable fashion information, training and business development. The tool provides tailored material categorised across the value chain and coded for different stages of business, with rich content and toolkits aimed at complementing the offline training and mentoring schemes as well as sharing knowledge with a broader graduate and designer community.
www.designerfactfile.com

Funding Talent

The London Fashion Showcasing Fund (LFSF) supports events taking place throughout the year, which showcase the talents of emerging fashion designers. With funding from the Mayor of London, the BFC manages the Fund’s application and delivery process with the support of a high level panel of industry press and buyers. Funding recipients during 2015–16 were Fashion East, Fashion East MAN, Fashion Scout London, On|Off and Ecoluxe London.

The Fashion Arts Foundation

The Fashion Arts Foundation aims to nurture collaborations and foster relationships between fashion, film and art talent. Through this strategy the BFC aims to highlight London’s position as a leading creative capital and reaffirm the UK fashion industry’s reputation for innovation. This year the charity’s trustees refocused activity back to commissioning collaborative new works to be launched 2016/17.

Charity Trustees

- Caroline Rush CBE, (Chair) British Fashion Council
- Jane Boardman, Talk PR
- Valeria Napoleone
- Registered charity number: 1147729

Pillars. Investment

Investment

The British Fashion Council aims to raise awareness of opportunities in the designer sector to the investment community

Fashion Forum

In 2016/17 the Fashion Forum took a year out to review the landscape. Designers continued to receive vital support on topics such as preparing for investment through seminars. Support for designers to prepare for investment, meet investors and advisors in investment continued throughout this year.

The BFC Fashion Forum is an invitation-only event which brings together a carefully curated group of leaders in the global fashion industry. The event is a think tank to openly debate and discuss the important issues impacting the sector today; engage the investment, finance and broader fashion communities; to showcase businesses with high potential for growth and to generate investment opportunities.



Education

The 2016 Fashion Awards enabled the BFC to make a £300k donation directly to the charity to fund further scholarships. This was the largest single donation to the charity since it was established in 1998.

The BFC Education Foundation

The BFC Education Foundation promotes excellence in design by financially supporting students who are deemed to have the ability and potential to make an exceptional contribution to the fashion industry.

Charity Trustees

Sarah Mower MBE
BFC Ambassador for Emerging Talent
& BFC Education Pillar President

Meribeth Parker
BFC Education Pillar President

Laura Strain
British Fashion Council

The British Fashion Council Education Foundation is a registered charity in England and Wales.

Registered charity number: 1064820.

Annual Scholars Meet Up

This year, the BFC organised the first annual Scholars Meet Up to encourage current scholars to build relationships with one another, while hearing invaluable insights from industry professionals. The event, held at the Hoxton Hotel, included a discussion with Sarah Mower, BFC Education Pillar President, and James Barshall, ex-CEO of Penfield, about the intricacies of setting up a fashion business.

Supporters Of The BFC Education Foundation

Anne Tyrrell Foundation
Charlotte Olympia
Coach
Eiesha Bharti Pasricha
Marks & Spencer
Mulberry
The Fashion Awards in partnership with Swarovski
Dame Natalie Massenet
BFC Fashion Trust



Scholarship Winners 2016–2017

**Charlotte Olympia BA Scholarship
Winner 2016–17**

Sarah McMullan
Footwear: Product Design and Innovation,
Cordwainers, London College of Fashion

BA Charlotte Olympia Panel 2016–17

Charlotte Olympia Dellal
Founder, Charlotte Olympia

Robert Forrest
Consultant

Ruth Chapman
Founder, Matchesfashion.com

Samantha Conti
Bureau Chief, WWD

Sarah Mower
BFC Ambassador for Emerging Talent & BFC
Education Pillar President

BA Scholarship Winners 2016–17

Harriet Crowther
Menswear, Sheffield Hallam University

Ian Richardson
Womenswear, University of Westminster

Jacob Kane Weir
Menswear, Manchester School of Art

Jessica Grech
Womenswear, Arts University Bournemouth

Kitty Garratt
Fashion Design with Knitwear, Central Saint
Martins

Lloyd James Husband
Menswear, University of Westminster

Matthew Needham
Womenswear, Central Saint Martins

Polly Thomas
Womenswear, Edinburgh College of Art

BA Scholarship Panel 2016–17

Graeme Raeburn
Lead Concept Design, Rapha Racing & Former
BFC Scholarship Recipient

Janet Lance Hughes
Artist and former Tutor, Central Saint Martins

Robert Forrest
Consultant

Sarah Mower
BFC Ambassador for Emerging Talent & BFC
Education Pillar President

Judith Rosser-Davies
Head of Government Relations
and Education, BFC

MA Scholarship Recipients 2016–17

Cassandra Verity Green
Womenswear: Accessories, Royal College
of Art

Cavan McPherson
Womenswear: Knitwear, Royal College of Art

Geraint Lewis
Menswear, University of Westminster

Yasemin Cakli
Menswear, University of Westminster

MA Scholarship Panel 2016–17

Emma Farrow
Head of Design, Finery

Nabil El-Nayal
Director, NABIL NAYAL & Former BFC
Scholarship Recipient

Sarah Mower
BFC Ambassador for Emerging Talent & BFC
Education Pillar President

Judith Rosser-Davies
Head of Government Relations
and Education, BFC

BA Scholarship Graduates 2016

Cavan McPherson
Womenswear, Manchester School of Art

Pip Paz-Howlett
Menswear, University of Westminster

Jake Treddenick
Womenswear, London College of Fashion

MA Scholarship Graduates 2017

Gabriella Sardena
Womenswear, Central Saint Martins

Education Initiatives

National Fashion and Business Saturday Club

The programme, started in January 2016, gives 14-16 year olds the opportunity to study art and design at their local college or university for free. The aim is to nurture talent and provide opportunities to go on to further education in the creative industries.

The colleges involved provide expert tuition in a variety of fashion techniques, with a strong emphasis on enterprise skills. The British Fashion Council's role includes organising masterclasses with industry professionals and an annual London visit.

This year, the programme grew to include five clubs held at the following institutions around the UK: Cleveland College of Art & Design, London College of Fashion, Manchester Metropolitan University, Ravensbourne and the University of Brighton. Over the course of the year, 83 young people were supported and introduced to the fashion industry.

The University of Brighton's masterclass comprised of a trip to Ditchling Museum to learn about dyeing wool with plant dyes and weaving, while fashion photographer, Ben Benoliel, travelled to Cleveland College where he helped the Club members take photographic images for a social-media campaign. After the success of last year's masterclass at the Royal Opera House Costume Centre, Ravensbourne visited the site in Thurrock for a tutu masterclass. Manchester Metropolitan Club members learnt about visual merchandising at Jigsaw's flagship store in Piccadilly and the team behind ASOS Magazine delivered a zine workshop for London College of Fashion's masterclass.

Fashion Studio Apprenticeship

The BFC is developing the Fashion Studio Apprenticeship, which will open new pathways to the luxury fashion industry for 18-year-old school leavers. Its non-design focus will help to develop much needed skills to support a creative director and run a successful fashion business.

The apprenticeship will last 18 months. The first 6 months will introduce the life-cycle of a fashion collection. For the remaining year, the apprentice will choose one of three specialisms to pursue:

- Product Development and Production
- Sales and Operations
- Fashion and Communications

The Apprenticeship Job Role (Standard) which was developed by an employer group chaired by Zoe Olive, formerly of Roksanda, has been approved by Government as part of their Trailblazers scheme. UAL has been appointed as Awarding Organisation and will write the qualification associated with the apprenticeship.

Graduate Traineeships

The Graduate Traineeship programme offers London based designers the opportunity to optimise the talent of a fashion design graduate for a 12-month traineeship. It allows the designer a chance to engage the services of a talented full-time employee for a year, paid for by the Fashion Trust, a charity run by the British Fashion Council, so that the business can focus on evolving. The graduate is in turn afforded an exceptional immersive experience working within and learning from a dynamic fashion house environment, whilst contributing to the business' growth.

The Graduate Traineeship programme 2016–2017 placed graduates from the University of Westminster and Royal College of Art at J.W. Anderson, Mary Katrantzou and Roksanda. Jane Palmer Williams, former Head of Training at Louis Vuitton and Traineeship Programme Manager, sets and leads the programme for both the graduate and designer business.



**The Colleges Council
was founded by
the BFC in 1993 to
create an interface
between education
and industry**

**Members represent
the leading fashion
departments in
universities and
colleges throughout
the UK, providing
opportunities for
students through
events and
competitions**

BFC Colleges Council

The BFC Colleges Council is a membership programme that represents the leading fashion departments in universities and colleges throughout the UK. The BFC organises a series of events and competitions throughout the academic year to offer students and course leaders the opportunity to interact with the industry, gaining invaluable insight and experience in the process.



Member Colleges

The following members have been selected for their exemplary education standards and industry links:

- Arts University Bournemouth
- Bath Spa University
- Birmingham City University
- Bucks New University
- Cardiff Metropolitan University
- Central Saint Martins
- Coleg Sir Gar
- De Montfort University
- Edinburgh College of Art
- Falmouth University
- Glasgow School of Art
- Kingston University
- London College of Fashion
- Manchester Fashion Institute
- Manchester School of Art
- Middlesex University
- Nottingham Trent University
- Northbrook University
- Northumbria University
- Norwich University of the Arts
- Ravensbourne
- Royal College of Art
- Sheffield Hallam University
- University for the Creative Arts Epsom
- University for the Creative Arts Rochester
- University of Brighton
- University of East London
- University of Huddersfield
- University of Leeds
- University of South Wales
- University of Salford
- University of Westminster
- Winchester School of Art

Steering Committee

The Steering Committee’s role is to provide advice on membership, the needs of the students, Colleges Council competitions, events and seminars, and to offer guidance that ensures delivery of the BFC Education Pillar.

- Judith Rosser-Davies
British Fashion Council (Chair)
- Andrew Groves
University of Westminster
- Elinor Renfrew
Kingston University
- Sarah Gresty
Central Saint Martins
- Jo Jenkinson
Manchester Metropolitan University
- Louise Pickles
Bath School of Art and Design
- Mal Burkinshaw
Edinburgh College of Art

Annual Programme 2016–2017

Fashion Industry Update, November 2016

The Fashion Industry Update informs course leaders about the latest developments in the industry. This year’s event, held at the Hoxton Hotel, provided insight into the supply chain and manufacturing as well as information on what companies look for when hiring fashion design graduates.

Speakers Included

Sorrel Hershberg
Saturday Club Trust

Laura Finnigan
Burberry

Elma O’Reilly
AllSaints

Dr Kerry Charles and James Lang
UK Leather Federation

Otis Ingrams

Suhair Khan
Google

Eliza Easton
Creative Industries Federation

Fashion Archive Introduction, December 2016

This session introduced first year students to researching at the V&A Clothworkers’ archive. Guest speakers Sonnet Stanfill, Senior Fashion Curator at the V&A and Zandra Rhodes, Designer, selected their personal highlights from the collection to showcase to the students.

Photograph London Fashion Week Festival, February 2017

Fashion and photography students were invited to photograph London Fashion Week Festival’s catwalk shows live from the pit. From Friday to Saturday, 150 students joined us for one of the six sessions, each of which included photographing three catwalk shows and an insightful and practical talk from a Getty Images photographer.

On Sunday, the BFC worked with Creativity Works, an Arts Council funded initiative that supports creative and diverse young Londoners into work in the creative industries. Participants photographed the day’s catwalk shows as part of the initiative’s fashion course.

After the event, the students were invited to send in their favourite image taken on the day. The winner, Max Phythian, and runner-up, Daria Ansari, were offered the exclusive opportunity to photograph a catwalk show at London Fashion Week Men’s.

Speakers Included

Gareth Cattermole
Getty Images

John Philips
Getty Images

Lisa-Marie Rae
Getty Images

Mike Marsland
Getty Images

Creative Pattern Cutting Seminar, April 2017

The Creative Pattern Cutting Seminar held in memory of Anne Tyrrell MBE, invited students to learn from fashion industry experts about the creativity behind the craft.

Three inspirational demonstrators explored a variety of ways in which the valued skill of pattern cutting can be approached across a range of garment types to help students explore different processes of design. Dal Chodha ended the day by interviewing the esteemed designer, Maria Grachvogel, about the importance of pattern cutting as she is one of few designers today who still creates her own patterns.

Demonstrators

Caroline Barulis
Freelance Pattern Cutter

Jan Bigg-Wither
Pattern Cutting Tutor, Central Saint Martins

Juliana Sissons
Tutor, University of Brighton & Nottingham
Trent University

Speakers

Dal Chodha
Journalist & Tutor, University for the Creative
Arts Epsom

Maria Grachvogel
Designer

AllSaints Store Tour, May 2017

The AllSaints Store Tour, which took place at the Trafford Centre, invited students studying fashion design courses in Manchester to visit the store before opening for an informative floor walk and detailed product knowledge session. The Floor Manager also spoke about AllSaints’ brand values and digital communications, inspiring the students to think about the breadth of opportunities on offer in the fashion industry.

Graduate Preview Day, May 2017

Graduate Preview Day is organised to foster relationships between graduates and industry. The annual event brings together industry insiders from media, recruitment, retail, buying, design, manufacturing, sales, marketing and PR to preview the work of graduating students who will be entering the job market later in the year.

The annual Graduate Preview Day, held at County Hall, saw thirty colleges from around the UK attend and showcase the portfolios of their graduating students. As part of the day, a panel of industry professionals selected winners for awards in the following two categories:

The Fashion Monitor Outstanding Portfolio Award

The WGSN Illustration Award

Panel

Anna Orsini
BFC

Ilaria Pasquinelli
WGSN

Janet Lance-Hughes
Artist and former Tutor at Central Saint Martins

Sarah Penny
Fashion & Beauty Monitor

Anne Tyrrell MBE Awards

The Fashion Monitor Outstanding Portfolio Award
Winner: University of Westminster

The WGSN Illustration Award
Winner: University of Westminster

Competitions

The Colleges Council develops competitions with brands to provide paid internships and work experience for students.



Armani Fashion Design Competition

The Armani Fashion Design Competition invited students to reinterpret and re-imagine three iconic Emporio Armani products focusing on adding a London spirit.

The three winning designs were put into production for the “New Bond” capsule collection for sale in three locations around the UK.

The winning students, Boyeong Lim, Dmitry Gotsfrid and Kameel Shah, all students at London College of Fashion, were flown out to Milan to be involved in the development and production stages of their designs. They also received a three-month paid internship in the Armani global design office in Milan.

Coach Fashion Design Competition

The Coach Fashion Design Competition asked students to question what American luxury is today. In a world where a T-shirt, trainer or backpack can be defined as luxury, students were challenged with the task of exploring the modern hallmarks of style and building a collection that encapsulates the authentic American spirit.

The winning student, Lloyd James Husband, University of Westminster, was awarded a £3,000 cash prize.

Burberry Fashion Design Competition

The Burberry Fashion Design Competition allowed students to develop their own brand signature. Students were encouraged to build their brand around a specific piece, unique functionality or recurring detail, by showcasing their research, development and final line-up of eight illustrations.

The first prize was awarded to Nandita Shah, Kingston University, which comprised of £2000 and a three-month paid internship. The two runners up, Grace Grier, Ravensbourne, and Rebecca Hoult, Manchester Fashion Institute, received a three-month internship with the Burberry design team.

Stradivarius Fashion Design Competition

Stradivarius invited students to design a capsule collection that both reflected Stradivarius’ style and values and met current trends in the British fashion market.

The finalists were flown out to Barcelona for the interview process, which included a tour of the Stradivarius Headquarters. Terence Cartwright-Foster, Ravensbourne, was awarded the winning prize of a full-time design position in Spain and a £500 cash prize. The runner-up Alex Ritchie, Manchester Fashion Institute, was also given £500 and subsequently received a job offer from Stradivarius due to her outstanding portfolio.

TOPSHOP/TOPMAN Fashion Design Competition

The fifth TOPSHOP/TOPMAN Fashion Design Competition required students to conduct research into a forward-thinking trend for Spring/Summer 2018, using their knowledge of the TOPSHOP/TOPMAN consumer as a starting block. The students designed a 15-piece capsule collection accompanied by extensive sketchbook research and mood boards.

TOPSHOP and TOPMAN each selected a winning student to receive a year-long placement in the relevant design team. Alexandra Danko, University of Salford, and Lucy Ward, University for the Creative Arts Rochester, were announced as the winners for the TOPSHOP and TOPMAN competition respectively.

**B R I T I S H
F A S H I O N
C O U N C I L**

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