

PRODUCTION BRIEF

LONDON FASHION WEEK

INVITATION TO TENDER

EVENT PRODUCTION
FEBRUARY 2026 – FEBRUARY 2027

The British Fashion Council (BFC) is seeking to appoint a production company that specialises in fashion events to deliver the show space for BFC NEWGEN designers, during three seasons of London Fashion Week; February 2026, September 2026 and February 2027.



LONDON FASHION WEEK

The British Fashion Council organises London Fashion Week to globally amplify creative talent, provide a showcasing platform for brands to bring the communities together, show their collections and bring storytelling to life through experiences. Celebrating London as a global cultural capital.

Known for creativity, innovation and talent, LFW is made possible by the community that make this happen - the stylists, writers, artists, photographers, business leaders, marketeers, producers, designers, assistants, makers, doers, fixers - the people that think outside the box and dont take no for an answer - the people that make it happen. It has a significant economic and cultural impact.

Key elements of LFW organised by the BFC include:

- The LFW Schedule of catwalk shows, presentations, events *(showcase and connect)*
- BFC NEWGEN Venue *(showcasing & support)* with the LFW Hub *(build experience and bring partnerships to life creatively)* for activations that bring storytelling and creative partnerships to life. Over 6,000 attendees will attend shows or presentations in the venue over the course of 5 days.
- BFC Guest Programme & Accreditation (audience engagement for designers - business, reputation).
- LFW Citywide (LFW Off Schedule) spotlights events across the capital and nationwide in September (consumer engagement & delivers to BFC Patrons)

London Fashion Week takes place in February, and September showcasing over designers to a global audience of influential cultural commentators, media and retailers. Organised by the British Fashion Council, London Fashion Week celebrated 40 years in 2024 and has always reflected the changing fashion landscape.

For 2025 and beyond we want to work with a production team that can deliver a LFW for the future and ever changing landscape.

The event is funded by commercial partners as well as funders, Mayor of London, the Department for Business and Trade and the Department for Culture Media and Sport who are providing funding to support the BFC's NEWGEN scheme including production of the show space.

Visitors include press, buyers, photographers, influencers, government and VIP over 5 days.

www.londonfashionweek.co.uk

CHAMPION BRITISH FASHION ON THE WORLD STAGE THROUGH THE LENS OF REPUTATION AND RELEVANCE

The most innovative fashion week, known for creativity and cultural impact:

- Creative people, ideas and experiences
- Commercial opportunities (sales & wholesale)
- Cultural impact for everyone

Relentless Innovation

- Integrate AI (Partnership Related TBC)
- Embed IPF Standards and monitor carbon impact
- DEI embedded through cultural conversations, accessibility

Responsible Growth

- Business Platform - drive coverage and sales for the designers, fostering relationships with targeted buyers programme
- Members and Patrons inclusion
- Showcase independent business with a variety of business models

Globally Amplify

- Brilliant guest list of attendees from trade to VIP, reflecting changing needs
- Excellent experience and ROI for Partners
- Successful and elevated venue with cohesive storytelling
- Reach, engagement, experience for designers and partners and brand elevation for LFW



DATE OF EVENT

London Fashion Week February: Thursday 19th – Monday 23rd February 2026
London Fashion Week September: Thursday 17th - Monday 21st September 2026
London Fashion Week February: Thursday 18th – Monday 22nd February 2027 (TBC)
4-5 days of show and presentations

VENUE

The location for LFW September is 180 The Strand, using Ruin (Surrey Street entrance) L1 and The Box.
All venue hire fees covered by BFC

VENUE HIRE DATES

Monday - Wednesday - Build Days
Thursday - Build AM/Live PM
Friday - Monday - Live Days
Tuesday - Egress
Wednesday - No venue hire other than for minor snagging

SEPTEMBER & FEBRUARY LFW
NEWGEN SPACE

BFC NEWGEN

BFC NEWGEN is a BFC initiative that supports the best emerging fashion design talent and aims to build global, high-end brands of the future. It is the most established designer development scheme globally and recipients are identified by their creativity, strong aesthetic and innovative approach to design. BFC NEWGEN encompasses Ready-to-Wear and Accessories including all categories such as shoes, bags, hats, and jewellery.

BFC NEWGEN offers designers financial support, showcasing opportunities, and mentoring to develop critical skills to future proof their businesses. The BFC delivers individual mentoring and business training sessions to assist the recipients as they develop their business infrastructure. BFC NEWGEN designers are awarded a financial bursary to partially support the showcasing of their new collections. Recipients will receive a slot on the London Fashion Week schedule (digital or physical catwalk/presentation). Currently 15 – 18 designers show in our NEWGEN venue each season (February and September only).

The 2025/26 NEWGEN recipients are:

AARON ESH | ALETTA* | Charlie Constantinou | DERRICK | EWUSIE* | JOHANNA PARV | Karoline Vitto | Kazna Asker | LIZA KEANE* | LUEDER | LOUTHER* | Oscar Ouyang* | OCTI* | Pauline Dujancourt | Steve O Smith | The Ouze* | The Winter House | TOLU COKER | YAKU

LFW - SEPTEMBER & FEBRUARY SEASON

BFC SHOW VENUE & HUB

SPACES

BFC NEWGEN Show Venue for 360 guests
Presentation space for 100+ guests
Reception space for 150-200 guests
Partner activation space for between upto 6 brands*
Press and Buyers Lounge
Opening Breakfast (opportunity)
Dressing rooms x 2
Model line-up
Washrooms
Production BOH
BFC BOH
Security BOH
Model Zone (TBC)
Designer showcase (Feb only, 1 day)

*Sponsors activations are at the sponsors expense



LFW - PARTNERS OVERVIEW

BFC work with a number of partners at LFW, including 1 Principal Partner and between 3-5 Official Partners. We will need to curate a space for them to activate in the venue in line with BFC objectives. The Partner space will need to have basic power and lighting for each partner, and a sufficient production team to manage the partners area. The requirement is for this to be curated as a part of the overall look and feel of the venue - one curated experience.

Our partners are under no obligation to work with the successful production company beyond the ingress and egress of their stand, but the BFC team can take the ideas proactively to the brands. Should our partners choose to work with the successful production company they will need to work with the BFC team and Partner to create concepts for what the partner spaces could look like, with all costs charged to the Partner at a fair market rate. All partner activations are subject to the approval of the BFC.

If a partner chooses to work with their own production team, the BFC production team will still need to work with the partner team on load in timings, power / lighting requirements etc. The BFC production team should factor this into the budget for the overall venue, and recharges should be made to the partners only for hard costs over and above the BFC budget individual to the partners requirements.

To give you and idea of our Partners, here's a selection of some of the brands that have been involved in 2025

Principal Partner
Blanc

Official Partners
TONI&GUY
Alo
Malin & Goetz
Morocco Tourist Board

Note - all Official Partner space allocations to be of equal size - excluding Principal Partner who will have a more prominent space

PARTNER ACTIVATION EXAMPLES

PARTNER ACTIVATION - 1664 BLANC BAR







Purpose: to encourage guests to engage with our principal partner 1664 Blanc's product in a creative and engaging way. Making use of the bar that is already in the space.

PARTNER ACTIVATION - 1664 BLANC FRIDGE





Purpose: to encourage guests to engage with our principal partner 1664 Blanc's product in a creative and engaging way. Ensuring guests can access product even when Blanc are unable to supply staff to support the bar. Good for fast turn around of guests leaving the space.

PARTNER ACTIVATION EXAMPLES

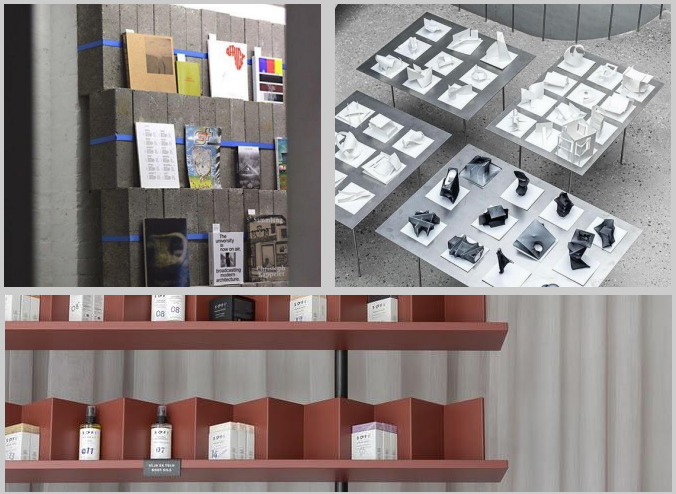
PARTNER ACTIVATION - BEAUTY ZONE



Purpose: to profile, three beauty brands with equal visibility for product gifting and potential for demos.

Being confirmed - Malin and Goetz, PureSeoul,

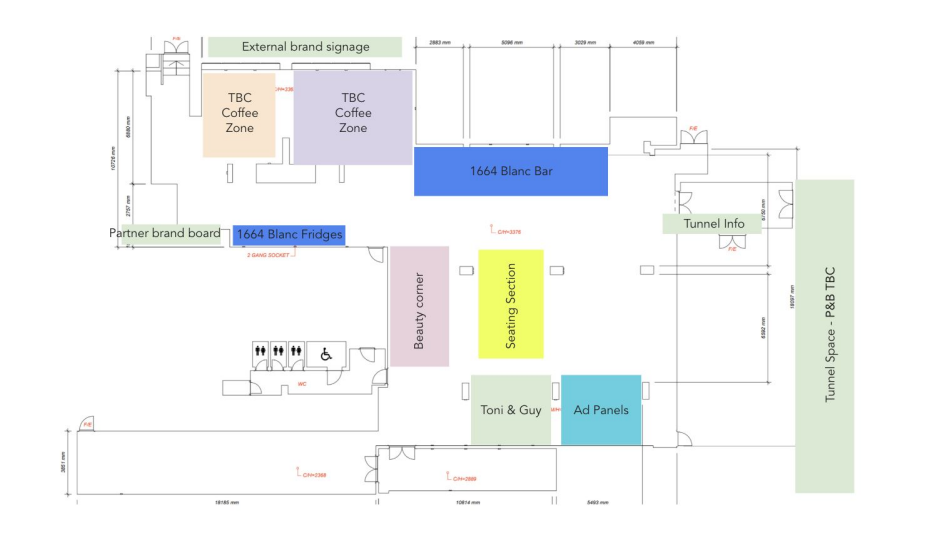
PARTNER ACTIVATION - TONI&GUY

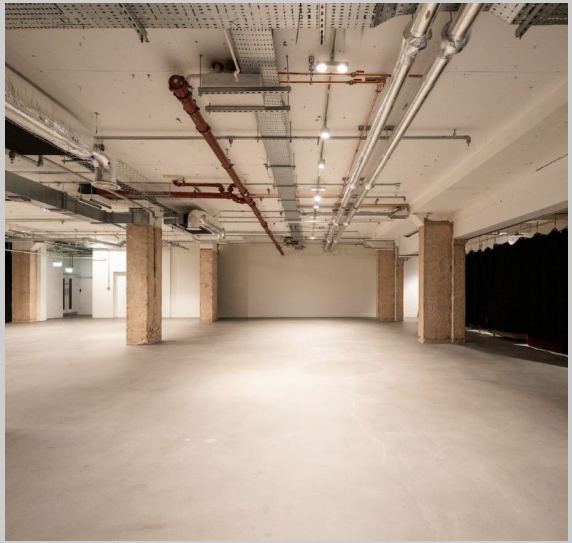


Purpose: to provide a space for Toni&Guy to provide gifting in the venue and to include a mirror for potential styling opportunities.

LFW - FEBRUARY & SEPTEMBER - SPACES

RUIN - PARTNER ACTIVATION SPACE https://www.180studios.com/studios/ruin

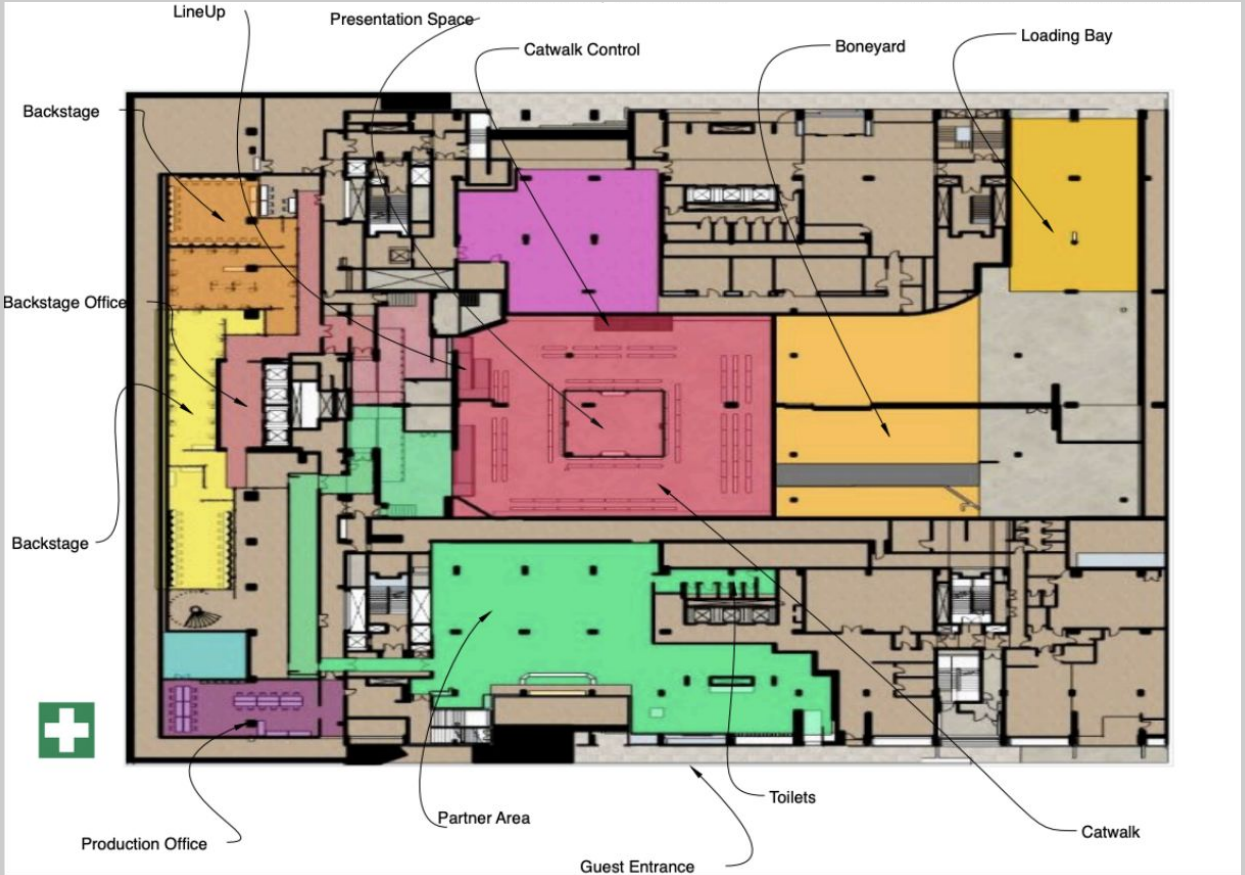




LFW - FEBRUARY & SEPTEMBER

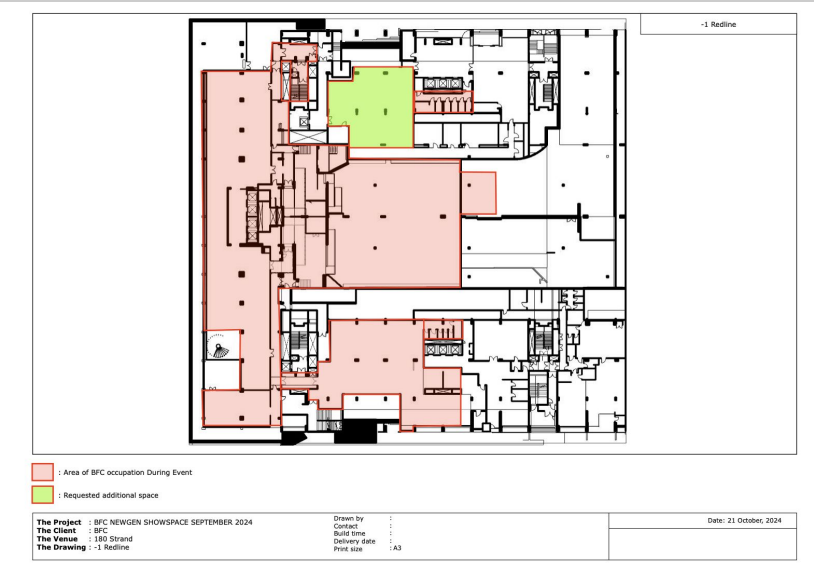
NEWGEN VENUE SITE MAP

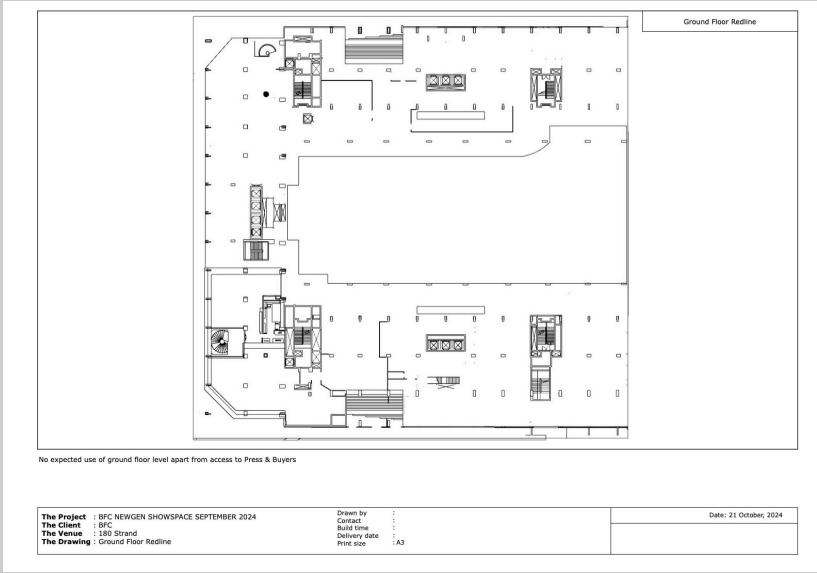
180 Studios
2 Surrey Street
London
WC2R 2ND



LFW - FEBRUARY & SEPTEMBER

RED LINE

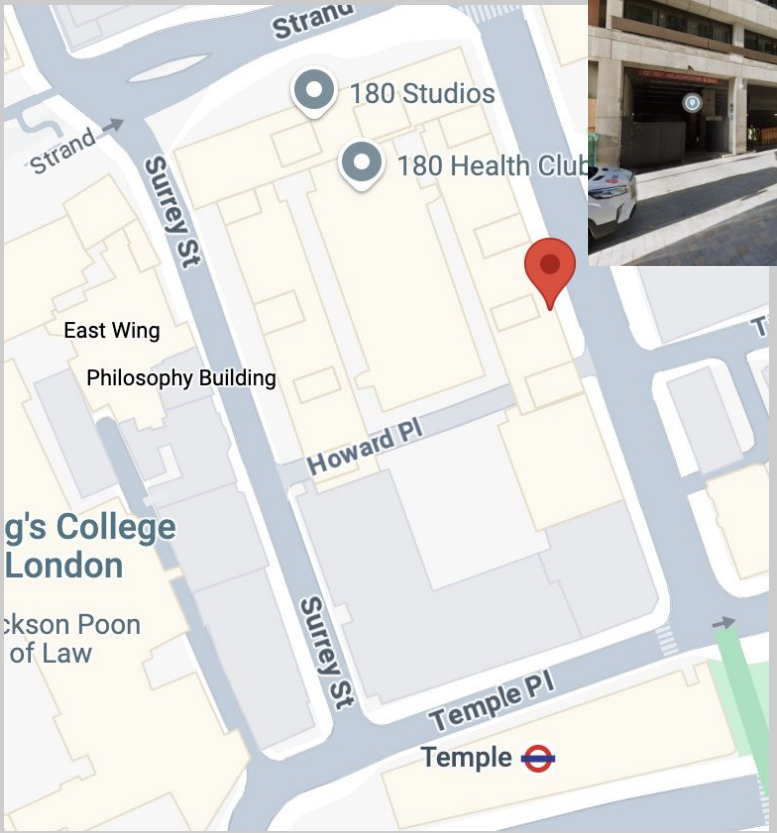




LFW - FEBRUARY & SEPTEMBER

VENUE LOADING BAY

180 Studios
5 Arundel Street
London
WC2R 3DX





LFW - FEBRUARY & SEPTEMBER - SPACES

ENTRANCE - SURREY STREET

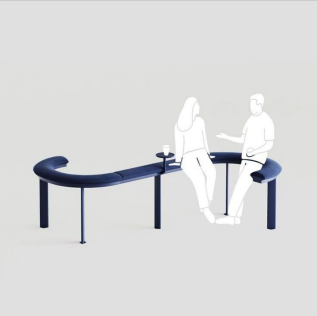




Key considerations; letting natural light into the space, maintaining a strong creative identity for the arrival of LFW, providing a backdrop for street style and guests

CREATIVE ELEMENTS

PARTNER ZONE - SEATING

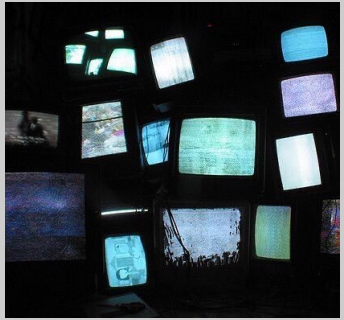




Purpose: to encourage guests to interact with the partner zone of the BFC Showspace, in turn increasing the amount of guests that interact with the partner activations.

ADVERTISEMENT PANELS



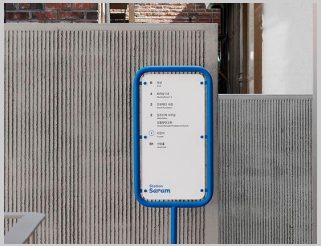


There is a minimum requirement for at least two digital ad panels within the venue. Purpose: to highlight the work that the BFC have done in the past 6 months, promoting beyond LFW. Highlighting the designer initiatives work, education and scholarship work we have done. Providing a platform for our partners to provide a -12 second video, as required in their contracts. Proposal to develop the flat screens used in February to old TVs to create a more interesting aesthetic.

CREATIVE ELEMENTS

COLLABORATORS - COFFEE









Purpose: to provide a coffee/drinks bar for guests running to and from shows. Conversation on going with partners.

COLLABORATORS





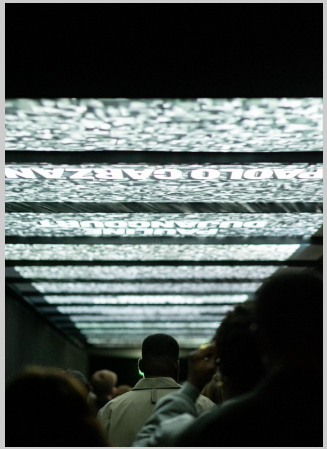




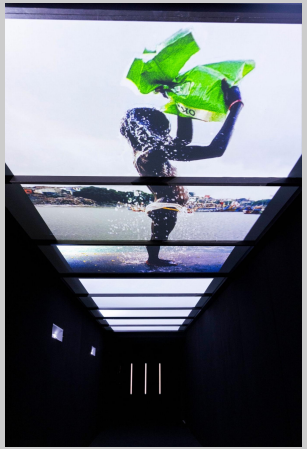
Purpose: Reference Point activated in the venue as a Value in Kind collaborator. This increased the space's cultural capital despite not selling a large quantity of books in the past few seasons.

CREATIVE ELEMENTS

TUNNEL SPACE - CREATIVE & PARTNER







In February 2025 the BFC worked to create an immersive light installation in a tunnel setting as a sensory build-up to the BFC NEWGEN Showspace. We ensured that this focus on the work of designers supported by the BFC NEWGEN Programme. The tunnel transported visitors into a world of artistic vision and inspiration.

Our Partner creative team will design a and deliver the artwork to this brief. Technology was supplied by LFW Official Supplier, EPSON in 2025 who shared their technology with us when the creative routes have been identified.

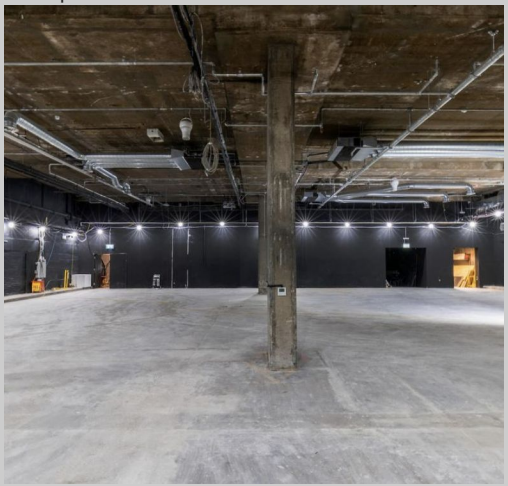
SHOW SPACE PLAN -

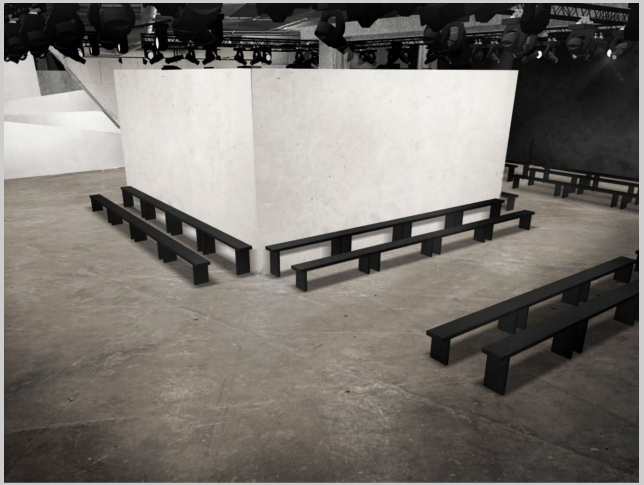
We need a show space that is versatile, that allows catwalk shows, presentations, films etc. to be show.

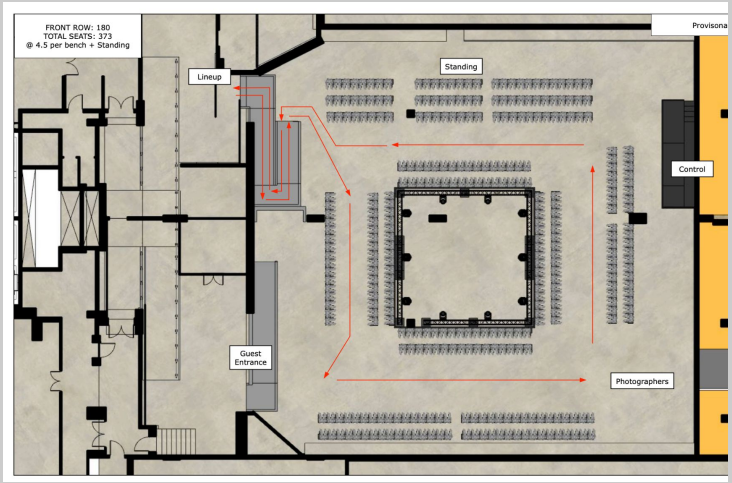
Below and on the next slide is the layout for catwalk shows and presentations we used in February 2025. Catwalk shows run around the outside of the white box and presentations are held within the white box and sometimes spill out onto the catwalk. Footage/artwork/films can be projected onto the white walls of the presentation box.

Whilst this space is versatile, it does restrict how frequently we can run shows/presentations in the space, as we are currently unable to set up another show/presentation when there is another one running, therefore, your presentation should include options for an alternative layout that would facilitate more freedom to run shows/presentations back-to-back. In September 2025 we are removing the presentation space and keeping the space open and versatile.

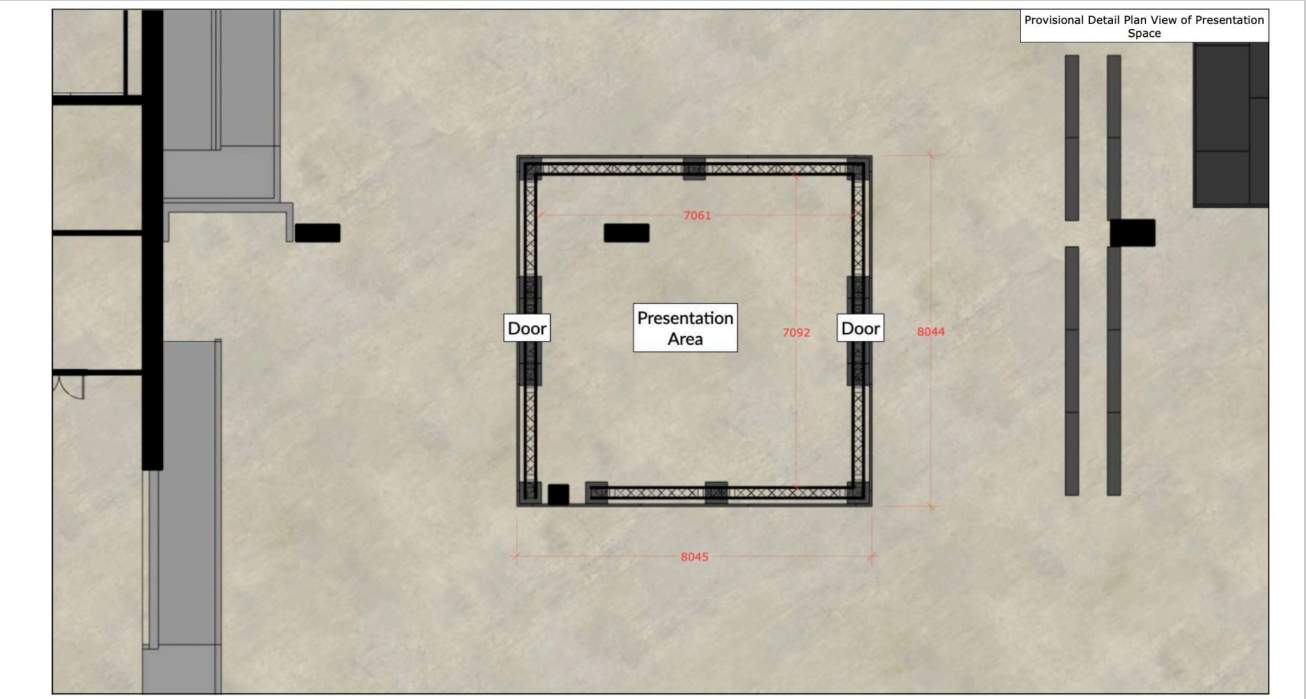
https://www.180studios.com/studios/180-box







PRESENTATION SPACE PLAN



LFW - BOH DRESSING ROOMS & HMU ROOMS

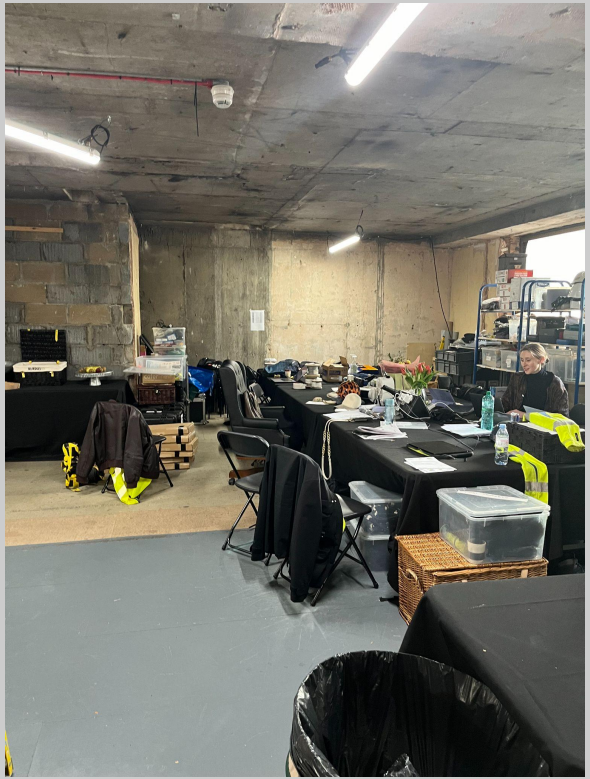


HAIR/MAKE-UP x 2



DRESSING ROOM x 2

LFW - BOH ROOM



PRODUCTION BOH



BFC BOH

THE CONTRACT

THE CONTRACT

The contract is to cover all three events.

The BFC reserves the right to add or remove production elements and financials, should the event requirements change. This would only be at the BFC's request and with full authorisation.

PRODUCTION BRIEF

OBJECTIVES

1. Produce a show space for February 2026, September 2026 and February 2027 that meets the needs of the BFC NEWGEN designers whilst also considering partner and audience requirements in the chosen venue
2. The central venue is a key activation space for partners and delivers an experience for all audiences, this is led by the BFC and needs to fit with our aesthetic while cohesively delivering to the partners objectives
3. Ensure the space meets the needs of the BFC, whilst considering curators, designers, brand partners and audience requirements in the chosen venue
4. Uphold LFW brand guidelines
5. Creatively embrace the surroundings of the venue
6. Provide venue management of all operational and technical requirements, managing the site on behalf of the BFC and its partners.

AREA SPECIFIC REQUIREMENTS - BFC NEWGEN SHOW SPACE - SEPTEMBER & FEBRUARY

1. Create a modern and adaptable catwalk design which offers designers the opportunity to make it their own
2. Ability to modify show space into a smaller presentation space or reduce capacity at the request of the designer
3. Seating for a minimum of 360 guests with a front row of no less than 120
4. Standing space for approximately 60 additional guests
5. Photographers' platform with optimum positioning for up to 40 photographers
6. Smooth arrival process for all guests and clear access routes
7. Two fully functioning backstage areas with access to a 'line-up' area, each backstage to allow for hair and makeup stations for 20+ models – please note that the backstage design must include private changing areas
8. A private Press & Buyers lounge inclusive of power, lighting, chairs/tables/workspaces, sofas/coffee tables for 20+ guests (currently using a room in the 180 Lofts for this)
9. Presentation space for commercial partners.
10. Full LFW branding to the exterior of the building
11. Designer liaison for production capabilities and load in/out of shows
12. Full backstage management
13. Completion of all risk and method statements
14. Production manuals for designers
15. Show calling for all BFC NEWGEN designers
16. AV for Opening Breakfast

DELIVERABLES FOR ALL EVENTS

1. Venue management and liaison on operational and technical requirements, including managing the site/staffing on behalf of the BFC, its partners, and sponsors
2. Production support to all designers who are showcasing within the venue. Production team to fully support the designer's creative vision and to provide appropriate solutions/guidance with all production enquiries as well as working cooperatively with any external production & PR companies
3. Production support to all commercial partners who are showcasing within the venue. Production team to fully support the commercial partners creative vision and to provide appropriate solutions/guidance with all production enquiries as well as working cooperatively with any external production & PR companies
4. All activity to be fully compliant with health and safety legislations
5. Creative direction on general event spaces following on from the aesthetic direction supplied by our creative agency; a synergy should be created between digital marketing campaign and the onsite finishes
6. Liaising directly with relevant BFC departments to meet deadlines
7. General project management: creation of event production schedule; itemised budget breakdowns; regular update meetings and status reports, agreed budget sign off procedure
8. Presentation of proposed renders for each season

BUDGET

BUDGET/SEASON

£425,000/season exclusive of VAT

BUDGET BREAKDOWN TO INCLUDE:

- Production personnel pre, build, live and postproduction
- Showcallers/producers/backstage crew
- Venue modelling, site plans and renders
- Venue staffing throughout - directional staffing, cleaners, crew
- Catwalk – installation/extraction
- Heating (if additional required in venue)
- Moduvac system inclusive of transport, labour, install and derig, waste management, power, lighting, toilet walls (if required in venue)
- Venue carpet in reception area and stairwell – inclusive of labour, install, derig and disposal
- All internal and external signage – artwork, printing and installation (some assets supplied by BFC)
- WiFi – if venue doesn't have this set up
- Commercial partner space for upto six brands
- Dressing rooms equipment inclusive of – tables, chairs, Hollywood mirrors, power, rails, steamers, iron/ironing board, rails, private changing room (no less than one per dressing room), fridges.

BUDGET BREAKDOWN TO INCLUDE: Cont…\

- Furniture including – benches for catwalk (360 seated), reception desk, chairs/tables/sofas for reception space and the Press & Buyers lounge delivery, install, derig
- BOH/Production office – tables chairs, power, fridges (to accommodate 20+ crew and BFC staff)
- All build and set elements across all spaces inclusive of planning, labour/crew, transport, materials, draping install, derig and disposal
- Painters – set walls, venue walls (if required), make good, catwalk
- Event space lighting for all areas including catwalk, reception, Press & Buyers Lounge – designer, labour, crew, equipment, install, derig, transportation
- Sound across all spaces - labour, crew, equipment, install, derig, transportation
- Signage/graphics on walls (internal and external) – design, printing, install and derig
- Catwalk digital – projector, camera relay equipment, screens, digital ad screens, crew, tech, transportation
- Water coolers + water stock throughout venue
- Radios for crew and BFC staff (4 x frequencies)
- Cleaners, equipment and waste management – build, live, derig
- Miscellaneous – crew catering, couriers, crew travel, fire extinguishers, wristbands
- Insurance and Public Liability

TENDER PROCESS

Please submit a full tender response to the above brief. Your tender should include:

1. An overall production concepts
2. 3D visuals
3. Detailed layout for February 2026
4. Timelines for production
5. Proposed Final Budget

The procurement of this contract 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:

- Your capabilities to deliver on this brief, including staffing and contacts with sub-contractors
- Examples/testimonials from previous work
- Previous experience in and understanding of the fashion industry

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

Award criteria	Maximum score	Weighting
Your understanding of the aims of the brief, including demonstrating how you will deliver the brief	5	40%
Value for money	5	40%
Methodology and top line critical path to deliver required activities	5	10%
Overall quality of proposal	5	10%
Total score	20	100%

Maximum total score = 20

Weighting: 1 = Poor - 5 = Excellent

When awarding the contract, the Panel will consider a range of factors not just the scoring of the tenders.

All submissions must be **received** by **midday Thursday 28th August**. Responses received after this deadline will not be accepted.

Responses should be emailed to Emma Early: emma.early@britishfashioncouncil.com

Shortlisted companies may be invited to present production concepts to the British Fashion Council at a time to be arranged individually.

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

ADDITIONAL INFORMATION

ADDITIONAL INFORMATION

As part of our Positive Fashion initiative www.britishfashioncouncil.com/About/Positive-Fashion, we are looking to reduce the impact our events have on the environment so this must be considered as part of your tender. Additionally, all employees working on the project, including interns, must be paid National Minimum Wage. Please see BFC Code of Conduct here:
https://www.britishfashioncouncil.co.uk/BFC-Code-of-Conduct

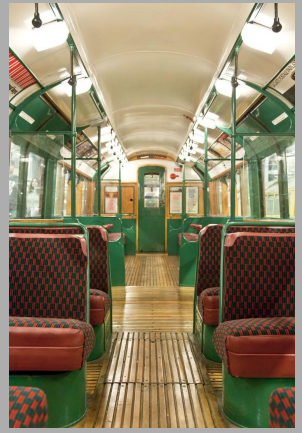
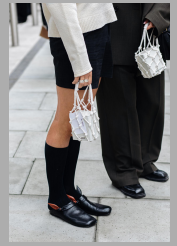
The BFC aims to ensure that the purchase of goods/services/works using public funds is fair, open, transparent, objective and non-discriminatory, in order that taxpayers' money is utilised properly. Opening opportunities to competition promotes efficiency and effectiveness in the use of public funds,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

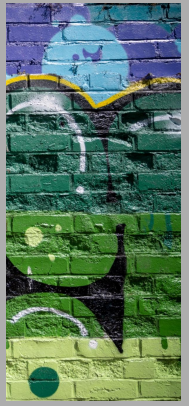
The process applied to the award of this contract will:

- 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, we ensure a standstill period before issuing contracts

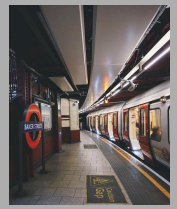
Tenderers should note that their responses will be retained and may be inspected under audit.


CREATIVE DIRECTION
LONDON
FASHION
WEEK
18-22 SEPTEMBER 2025
PRESENTED BY 1664
BLANC







LFW PRODUCTION BRIEF

SEPTEMBER ‘25 LOGOS

STACKED LOGO





LINEAR LOGO





SEPTEMBER ‘25 LOGOS

Side x Side Logo



ADDITIONAL PHYSICAL ACTIVATIONS & AMPLIFICATION

BFC NETWORK BREAKFAST

The event may be held at 180 in the Partner Activation space

Date: First Friday of each season

Location: Partner Activation space

Time: 8.15am - 9.30am

Presentation: 2-3 short speeches

Guests No. 200+

Guest list: BFC Community, press, etc.

Production: Microphone, lectern, spotlight required



LFW OPENING/CLOSING PARTY

Dates: Most seasons we hold one or two parties either to open or close LFW, so they tend to be held on a Thursday/Friday or Monday

Locations: TBC

Time: 9pm - late

Guests: 200-300

Guest list: BFC Community, press, etc.

Partners: Yes

Performer: Yes

DJ: 2-3

Production: BFC will organise these events, but may require some additional production, so further budget would be made available





