

**LONDON
FASHION
WEEK
40 YEARS**

PRESENTED BY *1664*
BLANC

FORWARD.

NEVER

THE TABOO IN THE EV

AY

INVITATION TO TENDER

EVENT PRODUCTION SEPTEMBER 2024 – SEPTEMBER 2025

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; September 2024, February 2025 and September 2025.

LONDON FASHION WEEK

London Fashion Week is a global cultural platform which amplifies the British fashion community and global brands. Known for creativity, innovation and talent, it is nothing without the community of creatives 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 don't take no for an answer - the people that make it happen.

In 2024 the UK will celebrate the 40th anniversary of London Fashion Week and will unite the community and will be an excuse to focus on celebrating the creativity, communities and culture that makes the UK unique and consistently the envy of the world.

The UK is a Creative Powerhouse for the world and 2024 is an opportunity to celebrate this and embed LFW in the hearts and minds of people in the UK and the UK Fashion Community and reinforce London's position on the global stage.

London Fashion Week takes place in February, (June is not held in the NEWGEN venue) and September showcasing over 250 designers to a global audience of influential media and retailers. Organised by the British Fashion Council, London Fashion Week is a trade event which first took place in 1984 and currently ranks alongside New York, Paris and Milan as one of the 'Big Four' fashion weeks.

The event is funded by commercial partners including Principal Partner 1664 Blanc and Diet Coke. 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 3-5 days.

www.londonfashionweek.co.uk

OBJECTIVES

Celebrating London as a world leading cultural capital and its creative community.

Throughout 2024 we want to ignite the imagination of young people and spotlight today's talent and all the businesses who play their part in making London a cultural capital.

Each season will have a different focus:

1. Establish 2024 as the 40th anniversary of London Fashion Week
2. Position London Fashion Week as the leader in creativity and emerging talent amongst Top 4 Fashion Weeks globally
3. February will ignite the imagination, celebrating the breadth of creative talent and our creative community
4. September will celebrate the extraordinary position of London as leaders in creativity.
5. Create FOMO, reinforcing LFW as a not to be missed event
6. Provide a platform for London and its creative community and the cultures of London
7. Create a best-in-class experience for all guests on the Guest Programme and London Fashion Week audience
8. Engage a wider audience (non-fashion) through consumer focused events
9. Deliver 360 impactful content that best serves our audiences across all communications (digital, social, physical, etc.)



KEY MESSAGING

London Fashion Week is a global cultural platform which amplifies the British fashion community and global brands. Known for creativity, innovation and talent, it is nothing without the community of creatives 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

The 40th celebrations will unite the community and are an excuse to focus on celebrating the creativity, communities and culture that makes the UK unique and consistently the envy of the world.

The UK is a Creative Powerhouse for the world and 2024 is an opportunity to celebrate this.

(embed LFW in the hearts and minds of people in the UK and the UK Fashion Community and re-inforce London's position on the global stage.)



DATE OF EVENT

London Fashion Week September: Thursday 12th – Monday 16th September 2024

London Fashion Week February: Thursday 13th – Monday 17th February 2025 (TBC)

London Fashion Week September: Thursday 11th - Monday 15th September 2025 (TBC)
4-5 days of show and presentations

LOCATION

The location for LFW September is 180 The Strand, using L1 and the Box Room.

**SEPTEMBER & FEBRUARY LFW
NEWGEN SPACE**

BFC NEWGEN

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. NEWGEN encompasses Ready-to-Wear and Accessories including all categories such as shoes, bags, hats, and jewellery.

NEWGEN offers designers financial support, showcasing opportunities, and mentoring to develop critical skills to future proof their businesses. The BFC, with support from the NEWGEN committee led by Sarah Mower MBE, delivers individual mentoring and business training sessions to assist the recipients as they develop their business infrastructure. 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 2024/25 NEWGEN recipients are:

AARON ESH | ANCUTA SARCA | Chet Lo | Conner Ives | DERRICK | DI PETA | EFTYCHIA | FEBEN | HARRI | HELEN KIRKUM | Kazna Asker | LABRUM London | Leo Carlton | MASHA POPOVA | Paolo Carzana | ROBYN LYNCH | S.S. DALEY | SAUL NASH | Sinéad O'Dwyer | The Winter House | TOLU COKER | yuhan wang

LFW40 - SEPTEMBER & FEBRUARY SEASON

BFC SHOW VENUE & HUB

SPACES

NEWGEN Show Venue for 300 guests

Presentation space for 100 guests

Reception space for 150-200 guests

Sponsor activation space for between 4-5 brands*

Press and Buyers Lounge

Designer showcase

Dressing rooms x 2

Model line-up

Washrooms

Production BOH

BFC BOH

Security BOH

Model Zone tbc

*Sponsors activations are at the sponsors expense



LFW40 - SEPT 2024 PARTNERS OVERVIEW

BFC work with the following partners. We would be looking to curate a space for them to show up in the venue in line with BFC objectives.

The successful production company will need to work with the BFC team to create concepts for what the partner spaces could look like. The BFC team can take the ideas proactively to the brands. Contracted partners are already in planning with the BFC team.

Confirmed

1. Blanc - Principal Sponsor
2. Diet Coke
3. TONI&GUY
4. Royal Salute

Pipeline

1. Beauty partner
2. Athleisure/ wellness partner
3. Coffee lounge/ area for snack brand

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

LFW40 - SEPTEMBER & FEBRUARY - SPACES



ENTRANCE



RECEPTION & SPONSOR ACTIVATIONS



PRESS & BUYERS LOUNGE

LFW40 - SEPTEMBER & FEBRUARY - SPACES



LFW40 - SEPTEMBER & FEBRUARY - SPACES



HAIR/MAKE-UP x 2



DRESSING ROOM x 2

LFW40 - SEPTEMBER & FEBRUARY - SPACES



WASHROOMS



**GUEST
WALKWAYS**

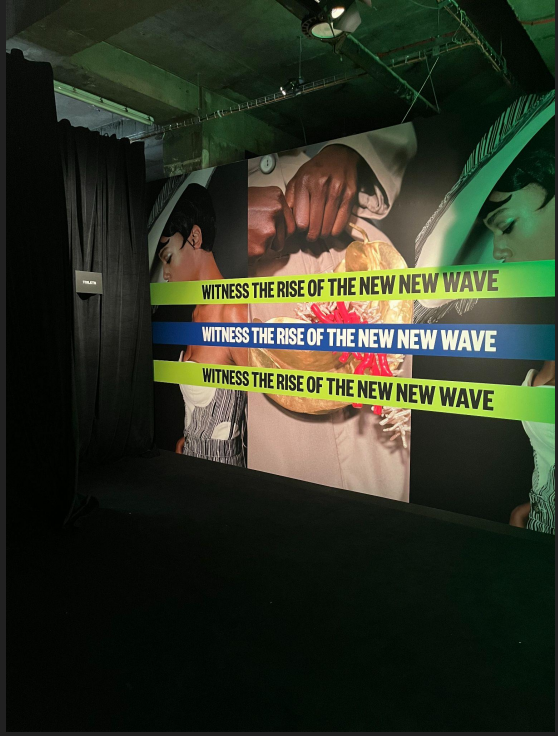
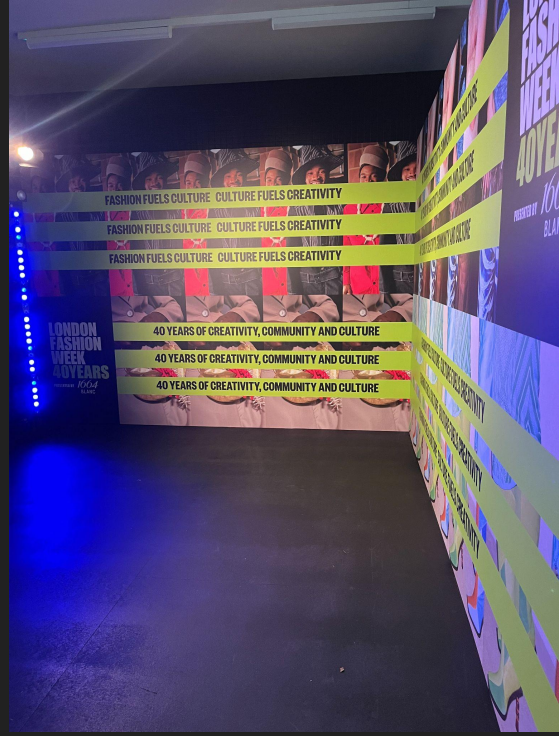


**STATIC
PRESENTATION
SPACE**

LFW40 - SEPTEMBER & FEBRUARY - SPACES



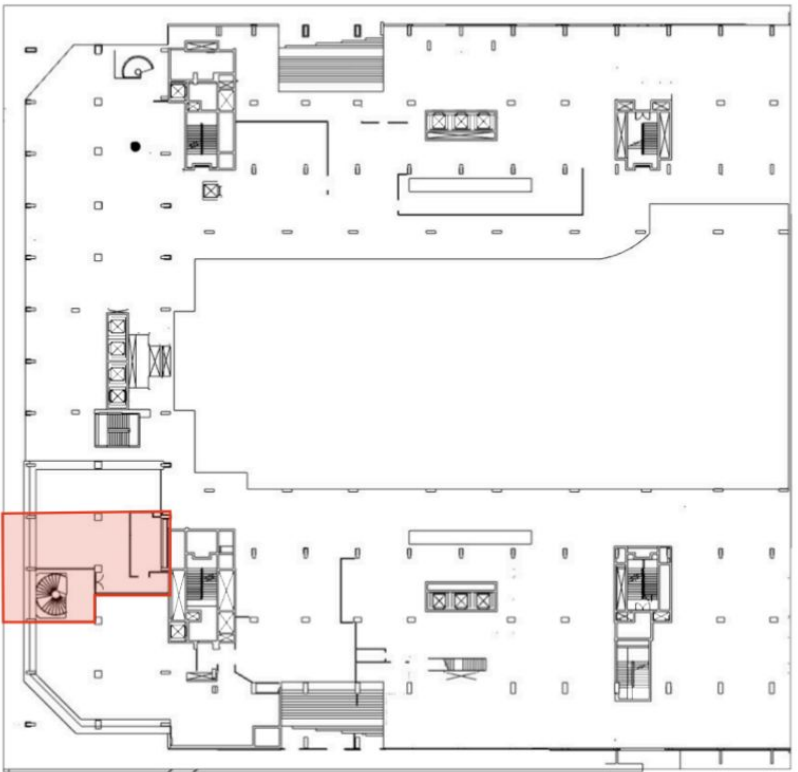
LFW40 - SEPTEMBER & FEBRUARY - EXAMPLES OF SOME PAST SIGNAGE



180 THE STRAND FLOOR PLAN - RED LINE

GROUND FLOOR ENTRANCE AND SUSHI BAR

Ground Floor Redline



**Any street activity / builds
subject to 180 approval for
client to seek approval from
council.*

 : Area of BFC Occupation During Event

The Project : BFC NEWGEN SHOWSPACE SEPTEMBER 2024
The Client : BFC
The Venue : 180 Strand
The Drawing : Ground Floor Redline

Drawn by :
Contact :
Build time :
Delivery date :
Print size : A3

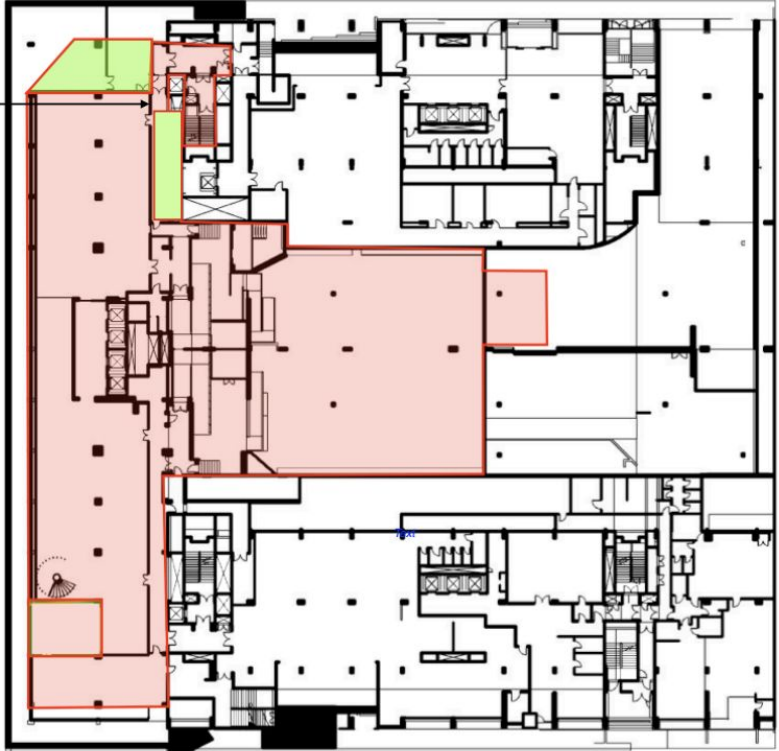
Date: 5 June, 2024

180 THE STRAND FLOOR PLAN - RED LINE


F1 and The Box

-1 Redline

Please note that there is a new location of the fire exit door please survey on site for planning.



 : Area already agreed for BFC Occupation During Event

 : Unavailable additional space

The Project : BFC NEWGEN SHOWSPACE SEPTEMBER 2024
The Client : BFC
The Venue : 180 Strand
The Drawing : -1 Redline

Drawn by :
Contact :
Build time :
Delivery date :
Print size : A3

Date: 5 June, 2024

THE CONTRACT

THE CONTRACT

The contract being let is to cover all three events.

The British Fashion Council 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 September and February 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, 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 300 guests with a front row of no less than 100
4. Standing space for approximately 50 additional guests
5. Photographers' platform with optimum positioning for up to 80 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.
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 NEWGEN designers

DELIVERABLES FOR ALL EVENTS

1. Venue management and liaison on operational and technical requirements, including managing the site/staffing on behalf of the British Fashion Council, 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 co-operatively 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 co-operatively 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 SEPTEMBER & FEBRUARY

£380,000 - £400,000/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
- 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 (300 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 (not required at 180), 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 September 2024
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 **10am Friday 21st June 2024**. 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.

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

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

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

CREATIVE

CREATIVE CONCEPT

We will create an interactive platform to showcase creative excellence, interjected with bold quotes designed to ignite the imagination - sparking thought, conversation, experimentation and innovation.

Running down streets, across rivers and up buildings, over screens and across your phone.
It never stops.

These form the runway and canvas for LFW to showcase its boundless creativity using quotes from influential fashion voices, both the icons and inspiring designers of today, run across surfaces. Speaking to creativity, innovation and community.



LFW 40 STRAPLINES

- This is British creativity
- Designing our future
- Fashion empowers identity
- Fashion fuels culture; culture fuels creativity
- 40 years of creativity, community and culture
- LFW40 ignites the imagination
- LFW40 celebrates creatives
- Creativity is our national superpower
- Where fashion meets culture
- Witness the rise of the new New Wave



CREATIVE CONCEPT

Identity Colour

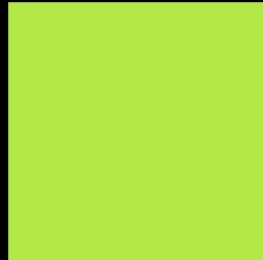
LFW White

FFFFFF



LFW Green

A2EB00



LFW Black

000000

Partner Bright Blue

003DA5



CREATIVE CONCEPT

Logo Colourways



**LONDON
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WEEK**
40YEARS
16-20 FEBRUARY 2024



LFW40 - SEPTEMBER 2024 - CREATIVE SUGGESTION



LFW Visual Timeline: Route 3 Landscape Ribbon Display

A weaved colossal display of the ribbon will occupy the full space in a landscape format. The ribbon folds across the room as the retrospective is showcased in a timeline following the shape of the ribbon.

Weaved Colossal Display



A weaved colossal display of the ribbon is framed at an eye level, running across the full space.



Info Graphics



Info graphics are displayed as a timeline following the shape of the ribbon, spotlighting the key eras of LFW as an immersive timeline.



CREATIVE CONCEPT

The Logo - Stacked (Black + Colour)

**LONDON
FASHION
WEEK
40YEARS**

PRESENTED BY *1664*
BLANC

CREATIVE CONCEPT

The Logo - Side by Side

1664
BLANC

PRINCIPAL PARTNER
LONDON
FASHION
WEEK
40YEARS

ADDITIONAL PHYSICAL ACTIVATIONS & AMPLIFICATION

BFC NETWORK BREAKFAST

BFC will organise these events, but may require some additional production

Date: Friday 13th September 2024, Friday 14th February 2025 and Friday 12th September 2025

Location: tbc

Time: 8am - 9.30am

Presentation: 2-3 short speeches

Guests No. 200+

Guest list: BFC Community, press, etc.



LFW OPENING/CLOSING PARTY

BFC will organise these events, but may require some additional production

Dates: Friday 13th September 2024, Friday 14th February 2025 and Friday 12th September 2025

Locations: TBC

Time: 9pm - late

Guests: 200-300

Guest list: BFC Community, press, etc.

Partners: 1664 Blanc, Diet Coke and Royal Salute (for September '24 only)

Performer: Yes

DJ: 2-3



OOH CAMPAIGN - FLYPOSTERING



40 YEARS OF CREATIVITY, COMMUNITY AND CULTURE

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Find out more on Londonfashionweek.com

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LFW40 CELEBRATES CREATIVES

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DIGITAL CONTENT

Seasonal

DAILY HIGHLIGHTS

Daily content will continue to run during each Fashion Week, introducing the LFW40 creative as well as some new video and sound effect such as soundscaping, rewind, etc.

References of new effects to be introduced:

- [Soundscaping of the environment](#)
- [Rewind Banner LFW40 celebration](#) on the first 5 seconds / Special feel for this year only
- [Change of video speed](#)

Details:

- Deliverables: x1 film / each day of LFW = ±13 films
- Output: LFW social channels with partner inclusion



DIGITAL CONTENT

One Offs

LFW40 CONFESSIONS

The BFC set up a space/stool at the NEWGEN space, allowing guests to come in and tell the camera their biggest confessions when it comes to fashion. These can take lots of different spins, including emotive pieces on inclusivity & D&I.

Reference:

<https://www.youtube.com/watch?v=qyKVFuU2ufk>

- Deliverables: Physical activation in NEWGEN venue with bespoke messaging + x3 film edits post LFW compiling the best confessions
- Output: LFW social channels



* Conversation with
Diet Coke

* Partner opportunity

OVERVIEW

London Fashion Week is a global cultural platform which amplifies the diverse British creative community on a global stage and celebrates London as a world leading cultural capital.

As LFW celebrates its 40th anniversary, the BFC will host a year-long celebration that will spotlight and celebrate the UK as global creative powerhouse.

DEEPDIVE

CELEBRATE LFW40

Tell the story of London Fashion Week highlighting its impact globally over the past 40 years spotlighting the creative community past, present and future.

POSITION LFW AS A LEADER IN SUPPORTING LOCAL AND GLOBAL TALENT

Recognise LFW as a global leader in supporting talent (education, talent initiative and incubator schemes etc) and outline the importance of the BFC and their role in nurturing designer businesses to develop critical skills to future proof their businesses.

FUR FREE

The LFW is now fur free. The requirement was implemented for the 2024 application process.

SHOWCASE THE GLOBAL IMPACT OF LFW

Through meaningful storytelling, personal accounts and key statistics showcase the impact of LFW globally.

DIVERSITY & INCLUSION

London Fashion Week is a diverse and inclusive platform that reflect the city and the people who live in it.