

LONDON FASHION WEEK MEN'S

4-6 JANUARY 2020

PRESS RELEASE

12th December 2019

LONDON FASHION WEEK MEN'S JANUARY 2020 ANNOUNCES HIGHLIGHTS AND COLLABORATION WITH CAMERA NAZIONALE DELLA MODA ITALIANA FOR MILAN FASHION WEEK MEN'S

The British Fashion Council (BFC) is delighted to announce that at the 15th edition of London Fashion Week Men's (LFWM) at the Truman Brewery hub, all shows within the BFC Show Space will be live streamed on the official London Fashion Week Instagram channel. The LFWM #Discovery digital campaign this year will support the BFC's mission to grow British designer's international footprint, reaching global audiences and reinforcing LFWM as a global platform to engage trade and consumer audiences. The campaign will share exciting content from London in Milan through a digital installation at the LONDON show ROOMS, before moving on to Paris. This will be followed by Shanghai and Seoul, whose future activations will be announced in the coming months.

In London this season, notably, **WALES BONNER** is back on the LFWM schedule with other show highlights which include **Martine Rose**, nominated in the British Designer of the Year Menswear & Urban Luxe categories at *The Fashion Awards 2019*, **Charles Jeffrey LOVERBOY**, BFC/Vogue Designer Fashion Fund Nominee and NEWGEN recipient, **Bethany Williams**, winner of British Emerging Talent Menswear at *The Fashion Awards 2019* and shortlisted for the 2019 LVMH Prize, **Edward Crutchley**, winner of the 2019 International Woolmark Prize and shortlisted for *BFC/GQ Designer Menswear Fund*. NEWGEN recipients include **ART SCHOOL**, **Nicholas Daley**, **paria / FARZANEH**, **Per Götesson & Stefan Cooke**. **Ahluwalia** and **Bianca Saunders** will both host presentations in the DiscoveryLAB on Sunday.

Further highlights and events in London include *BFC and Alexander James Present: One More Slope*, a creative installation in collaboration with British emerging artist **Alexander James** in partnership with **BFC NEW WAVE: Creatives** talent on Monday 6th January, highlighting the relationship between the creative industries by celebrating not only fashion designers, but also the broader creative community who all play a vital role in our industry's culture and reputation. For the duration of LFWM, **A-COLD-WALL*** will further host a creative experience as part of the official schedule. British tailoring and heritage Savile Row brands **Huntsman** and **Hackett** will also host presentations. Huntsman will showcase their archives alongside a new Bespoke Tweed Service and RTW capsule collection over the duration of LFWM, while Hackett will further host a presentation on Monday in their newly opened store on Savile Row. Returning this season is also the **DiscoveryLAB**, a creative space hosting exclusive experiences combining the worlds of fashion, tech, art and performance located at the Truman Brewery.

Showcasing the depth and breadth of LFWM collaborations around the city, **Carhartt x APC** and **Nicholas Daley** will both celebrate with evening events on Saturday the 4th. On Sunday the 5th, **Bianca Saunders** will host a party showcasing her AW20 "Videolight" collections, while wrapping up LFWM in style on Monday the 6th there will be a dinner hosted by Dylan Jones and **British GQ** together with Jack Guinness in association with **Hackett**.

For the first time the BFC is thrilled to be collaborating with *Camera Nazionale della Moda Italiana (CNMI)* for a special activation on 11th-13th January, during Milano Fashion Week Men's (MFWM), that brings together young British creative talent with the best of Italian manufacturing in the hotbed of commerciality of Milan.

Taking place on 4th – 6th January 2020, LFWM dates fall so close to the New Year that, for this season, the BFC has taken the opportunity to shine a light on British talent through an international activation in Milan including a catwalk show, designer showrooms, digital installations and events.

During MFWM, **A-COLD-WALL***, the BFC/GQ Designer Menswear Fund & NEWGEN recipient, will show their A/W 2020 collection at the Palazzo del Ghiaccio. While located at Spazio Savona 56, the LONDON show ROOMS will host an art installation designed by The Mill and produced by YouConcept, bringing the story of LFWM to new audiences. BFC and CNMI will present a selection of designers, both British and Italian, who share a special affiliation with London and will host an evening cocktail for Italian fashion manufacturers and textile companies.

This special project is realised by CNMI in collaboration with the BFC and Confartigianato Imprese with the support of the Italian Economic Development Ministry and Foreign Trade Agency. This project, funded by the government and the Italian Trade Agency (ITA), was conceived by Stefano Martinetto, Chief Executive and co-founder of fashion business accelerator, Tomorrow, as a way to further showcase the entrepreneurial creative talent that London has to offer the industry. Martinetto brokered the deal between the BFC and CNMI, bringing the two parties together as a show of unity.

Dylan Jones, BFC Menswear Chair *“We fully believe in the strength of British menswear and with our digital campaign #Discovery, we’re bring LFWM to life on a global stage. With the show dates being early in January this season, we’ve decided to celebrate LFWM in further international territories with a significant partnership with Milan, working across cities in collaboration with Camera Nazionale della Moda Italiana. This partnership presents an amazing opportunity to champion British businesses and give exposure to the brilliant talent that London has to offer but we encourage you all to join us in London on 4th January.”*

Carlo Capasa, Camera Nazionale della Moda Italiana *“ We are very pleased about this year’s collaboration with the BFC. The collaboration between both institutions is a precious opportunity for both of us to establish a bridge between our cultures and to create a lasting relationship that will surely be enriching for all parties involved. This project will give CNMI the opportunity to expand our borders and to make Milan’s Men Fashion Week even more international. Having the chance to host international-becoming stylists in Milan is an honour for us and we are happy to prove we are up to this task. We hope that the possibility to observe and get to know the promising students that will arrive from the United Kingdom will allow everyone to have a peek at what the new generations are developing and will give us insights on future trends. As CNMI we are very looking forward to embrace the international audience to Milan and to make everyone feel welcome during Milan’s Men Fashion Week.”*

The generosity and commitment of our sponsors, suppliers and supporters are more vital than ever. Please help us by acknowledging their support: Official Sponsors: British GQ, JD.COM, INC., Mercedes Benz, Radisson Blu Edwardian, TONI&GUY; Official Suppliers: DHL, Fashion and Beauty Monitor, Getty Images, Launchmetrics; Official Supporters: The Department for International Trade, The European Regional Development Fund and the Mayor of London.

- ENDS -

#LFWM | #Discovery

londonfashionweekmens.com

Facebook: [londonfashionweek](https://www.facebook.com/londonfashionweek) | Twitter: [@londonfashionwk](https://twitter.com/londonfashionwk) | Instagram: [@londonfashionweek](https://www.instagram.com/londonfashionweek)

For press enquiries please contact:

Charlotte Berghman, Communications Executive, charlotte.berghman@britishfashioncouncil.com

+44 (0) 20 7759 1959

ABOUT BRITISH FASHION COUNCIL

The British Fashion Council (BFC) was set up in 1983 to promote British fashion internationally and co-ordinate this promotion through fashion weeks, exhibitions and showcasing events. The BFC now supports designers beginning at college level and extending to talent identification, business support and showcasing schemes. The BFC promotes British fashion and its influential role at home and abroad, helping British designer businesses develop their profiles and business globally. The BFC Foundation (Registered Charity Number: 11852) was created for charitable purposes and grant giving; attracting, developing and retaining talent through education and business mentoring. Education offers students BA and MA scholarships, links with industry through design competitions and Graduate Preview Day. Through grant-giving and business mentoring the BFC support designers through four talent identification and business support schemes: BFC/Vogue Designer Fashion Fund, BFC/GQ Designer Menswear Fund, NEWGEN which includes womenswear, menswear and accessories, and the BFC Fashion Trust, a charity supporting UK based designers. The BFC showcasing initiatives and events include London Fashion Week, London Fashion Week Men's, LONDON show ROOMS, International Fashion Showcase and the annual celebration of creativity and innovation in the fashion industry: The Fashion Awards.

ABOUT CNMI

Camera Nazionale della Moda Italiana (CNMI) is a no-profit association founded in 1958 to represent, promote and support the values and development of Italian fashion in Italy and worldwide. Based in world fashion capital Milan, the Association represents around 220 Italian brands.

CNMI members include some of the biggest names in Italian fashion, such as Armani, Bottega Veneta, Emilio Pucci, Etro, Fendi, Gucci, Missoni, OTB, Prada, Roberto Cavalli, Salvatore Ferragamo, Trussardi, Valentino and Versace.

Camera Nazionale della Moda Italiana members enjoy numerous services, as well as being able to take part in all the Association's events and activities.

CNMI's mission is to support the entire Italian fashion industry worldwide by maintaining institutional relationships and communicating our values and activities. One of the most important of our many initiatives is organizing the Milan Fashion Weeks.

CNMI's operating strategy and development are based on the following four pillars: Sustainability, Education and Young Designers, Digitalization and Internationalization.