

LONDON FASHION WEEK

PRESS RELEASE

Tuesday 21st April

GENDER NEUTRAL LONDON FASHION WEEK TO LAUNCH WITH DIGITAL PLATFORM

British Fashion Council (BFC) today announces that for the next twelve months all London Fashion Weeks will merge womenswear and menswear into one gender neutral platform, to allow designers greater flexibility. For this June, **London Fashion Week**, will take a new form, as a digital-only platform in light of the current environment, and will run from 12th June 2020 through the time period of former London Fashion Week Men's. The digital platform www.londonfashionweek.co.uk will relaunch and be for both trade and consumer audiences; embracing the cultural commentary, creativity and humorous spirit for which British fashion and London are known for.

Caroline Rush CBE, BFC Chief Executive commented: *"It is essential to look at the future and the opportunity to change, collaborate and innovate. Many of our businesses have always embraced London Fashion Week as a platform for not just fashion but for its influence on society, identity and culture. The current pandemic is leading us all to reflect more poignantly on the society we live in and how we want to live our lives and build businesses when we get through this. The other side of this crisis, we hope will be about sustainability, creativity and product that you value, respect, cherish. By creating a cultural fashion week platform, we are adapting digital innovation to best fit our needs today and something to build on as a global showcase for the future. Designers will be able to share their stories, and for those that have them, their collections, with a wider global community; we hope that as well as personal perspectives on this difficult time, there will be inspiration in bucketloads. It is what British fashion is known for."*

London Fashion Week June 2020 will put storytelling at its heart and give a voice to British fashion businesses and creatives, allowing them to tell their stories in these extraordinary times by tapping into London's cultural zeitgeist and highlighting its position as a global multi-cultural city. Bringing

the fashion community together, the platform will host exclusive multimedia content from designers, creatives, artists and brand partners, enabling collaboration and bringing together fashion, culture and technology.

This new digital experience will be open to a global public and trade audience, and will work as a meet-up point, offering interviews, podcasts, designer diaries, webinars and digital showrooms, giving the opportunity to designers to generate sales for both the public through existing collections and the retailers through orders for next season's products.

Alongside longstanding brand partners of London Fashion Week, British GQ, Evening Standard, JD.COM, INC, LAVAZZA, LetsBab, Mercedes-Benz, The May Fair Hotel and TONI&GUY, BFC has engaged a number of digital pioneering brands, including Amazon Launchpad, Facebook, Google, Instagram, JOOR, ORDRE/ORB360 and YouTube, who will all be activating content in unique ways, helping British designer businesses reach new public and trade audiences. The generosity and commitment of our partners, suppliers and supporters is more vital than ever. Please help us by acknowledging their support for London Fashion Week June 2020 alongside our Official Suppliers: Fashion & Beauty Monitor, Getty Images, Launchmetrics, S'well and Official Supporters: The Department for International Trade, The European Regional Development Fund and The Mayor of London.

-ENDS-

londonfashionweek.co.uk

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About British Fashion Council

The British Fashion Council (BFC) was set up in 1983 to promote British fashion internationally and coordinate 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: 11852152) was created for charitable purposes and grant giving; attracting, developing and retaining talent through education and business mentoring. The BFC Colleges Council offers support to students through BA and MA scholarships and 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 show ROOMs and the annual celebration of creativity and innovation in the fashion industry: The Fashion Awards.

About BFC Foundation Fashion Fund for Covid Crisis

The BFC Foundation Fashion Fund for the Covid Crisis was established in March 2020 to support creative fashion businesses and individuals to survive the Coronavirus crisis. The BFC, through its charity the BFC Foundation, made £1,000,000 of emergency funds available with the majority supporting designer businesses and with a portion of funds allocated to students, underpinning the future generation of creative talent. This was made possible through pooling the BFC talent support grants that would have traditionally been awarded for either early stage showcasing support or business growth and promotion.

BFC has called on both Government to step in to work with them on significant industry stimulus, and on the industry and individuals to support the BFC Foundation Fashion Fund for the Covid Crisis through donations, so that more businesses can be supported at this time.

More information on the BFC Foundation Fashion Fund is available [here](#).