

LONDON FASHION WEEK

15-19 FEBRUARY 2019

PRESS RELEASE

16th February 2019

BBC EARTH, BRITISH FASHION COUNCIL AND MOTHER OF PEARL CELEBRATE POSITIVE FASHION AT LONDON FASHION WEEK



Photo Credit: Darren Gerrish

Attendees:

Adwoa Aboah, Amy Powney, Dame Anna Wintour, Bethany Williams, Betty Bachz, Caroline Rush CBE, Charli Howard, Clara Paget, Doina Ciobanu, Elizabeth Saltzman, Felicity Hayward, Frances Corner, Jackie Lee-Joe, Kate Foley, Jess Cartner-Morley, Lady Amelia Windsor, Laura Jackson, Linsey Schuyler, Liz Bonnin, Martha Ward, Mike Gunton, Niomi Smart, Odessa Parker, Rob Jones, Roberta Einer, Sophie Brocart, Tony Liu, Victoria Magrath and Zara Martin

London, 16 February – This evening the British Fashion Council celebrated their Positive Fashion collaboration with BBC Earth and Mother of Pearl with a cocktail reception and film preview at Spencer House.

Liz Bonnin, science and natural history presenter welcomed guests and introduced Caroline Rush, British Fashion Council CEO and Jackie Lee-Joe, Chief Marketing Officer for BBC Studios followed by the premier of a short film commissioned by BBC Earth from BBC Studios award-winning Natural History Unit on the tangible opportunity for sustainable fashion choices and mindful consumer behaviour. Amy Powney, Creative Director of Mother of Pearl closed proceedings with a heartfelt speech on the importance of collaboration.

To view and embed the film please visit:

BBC Earth: <http://www.bbcearth.com/sustainable-me>

BBC Earth YouTube: <https://www.youtube.com/watch?v=ZoiU8sprXpQ&feature=youtu.be>

Caroline Rush, CEO, British Fashion Council said *'At the British Fashion Council we recognise that now more than ever is a time to highlight the importance of pursuing Positive Fashion in the industry and keep it at the top of everyone's agenda to drive change.'*

Jackie Lee-Joe, CMO BBC studios added: "Through BBC Earth we're able to reach a global audience who care deeply about our planet and want to understand how the choices they make can impact the natural world. Fashion plays a big part in all of our lives and our film celebrates this creativity whilst demonstrating how informed fashion choices can help create a more sustainable future."

Amy Powney, Creative Director, Mother of Pearl said *'I'm thrilled to be working alongside two iconic British institutions to help inspire positive change. Sustainability is so close to my heart and it is so encouraging to see so many people who share this passion.'*

Editors' Notes

The British Fashion Council are delighted to be working with BBC Earth, BBC Studios global factual brand in a partnership to discuss Positive Fashion. In the first event of its kind, this collaboration brings together the global reach of BBC Earth and the influence of fashion through a BBC Earth x British Fashion Council x Mother of Pearl talks series with industry visionaries and thought leaders at London Fashion Week.

The focus of the talks was centered on the impact the fashion industry has on the planet while highlighting positive opportunities for sustainable fashion choices.

BBC Earth today launch #SustainableMe as a follow up to the collaboration with the British Fashion Council and Mother of Pearl. #SustainableMe has launched across all of BBC Earth's digital platforms with a global reach of 12 million people inviting people to make a #SustainableMe pledge on social media and commit to being a more mindful consumer. This coincides with the premiere and launch of BBC Earth's short film created by BBC Studios' award-winning Natural History Unit that shows how the natural world inspires creativity, addressing the impact that fast fashion is having on the health of our planet and demonstrating how a change in our attitudes towards consumption can help to create a more sustainable future for our planet.

For full information on the British Fashion Council's Positive Fashion initiative visit

<https://www.britishfashioncouncil.co.uk/About/Positive-Fashion>

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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 to help British designer businesses develop their profiles and business globally and promote British fashion and its influential role in Britain and London. The BFC Colleges Council offers support to students through its Foundation, BA and MA scholarships, links with industry through design competitions and Graduate Preview Day. Talent identification and business support schemes include BFC/Vogue Designer Fashion Fund, BFC/GQ Designer Fashion Fund and NEWGEN which includes womenswear, menswear and accessories. The BFC also runs and owns charities including the BFC Fashion Arts Foundation, the BFC Fashion Trust and the BFC Education Foundation. Showcasing initiatives and events include London Fashion Week, London Fashion Week Men's, LONDON show ROOMS, International Fashion Showcase, London Fashion Week Festival and the annual celebration of creativity and innovation in the fashion industry: The Fashion Awards.

ABOUT MOTHER OF PEARL

Mother of Pearl is a London based advanced contemporary womenswear and accessories fashion brand. In 2015 Amy Powney was named Creative Director and has since infiltrated her passion for sustainability into the company. In 2018 Mother of Pearl launched No Frills, a field to final fully sustainable collection of every day wardrobe staples. No Frills is the beginning of a long term mindset to apply our learnings to the full Mother of Pearl collection. Our goal is for sustainable fashion to be the norm, not the exception.

About BBC Studios

BBC Studios, a global content company with British creativity at its heart, is a commercial subsidiary of the BBC Group. Formed in April 2018 by the merger of BBC Worldwide and BBC Studios, it spans content financing, development, production, sales, branded services and ancillaries. BBC Studios' award-winning British programmes are internationally recognised across a broad range of genres and specialisms. It has offices in 22 markets globally, including seven production bases in the UK and production bases and partnerships in a further nine countries around the world. The company, which makes 2500 hours of content a year, is a champion for British creativity around the world and a committed partner for the UK's independent sector. BBC Studios has revenue of £1.4bn, and returns around £200m to the BBC Group annually, complementing the BBC's licence fee and enhancing programmes for UK audiences.

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