

LONDON COLLECTIONS: MEN

DESIGNER SHOWROOMS AT LONDON COLLECTIONS: MEN

PRESS RELEASE

15th DECEMBER 2014

The British Fashion Council (BFC) today announces that over 70 menswear designers will be featured in the Designer Showrooms at London Collections: Men, 9th – 12th January 2015. The Designer Showrooms will run alongside a packed schedule of catwalk shows, presentations and events – kicking off the annual menswear fashion calendar – and will take place in two of the official LC:M venues, The Hospital Club and Victoria House.

The Designer Showrooms, the largest selection of menswear designers during LC:M, showcase emerging talent through to contemporary and heritage brands. Rising stars **Alan Taylor**, **Alex Mattsson** and **Blood Brother** will return critical acclaim last season; between them they boast credits in *GQ*, *i-D*, *Metro*, *Vogue Italia* and *W*. The Emerging and Streetwear showroom features some of the next big names in British menswear including debuting designers *Wonderland's One-to-Watch*, **Rachel James**, American-born **Chelsea Bravo** and recent Kingston graduate **Sarah Hellen**. **Christopher Raeburn** and **Lou Dalton** both return to the Contemporary and Outerwear showroom.

Victoria House will host the NEWGEN MEN sponsored by TOPMAN pop-up showroom. Buyers can make sales appointments with this season's NEWGEN MEN designers: **Agi & Sam**, **Alex Mullins**, **Astrid Andersen**, **CMMN SWDN**, **Craig Green**, **Kit Neale**, **Lee Roach**, and **Vidur**. NEWGEN MEN shoe designer, **Diego Vanassibara**, will have a stand for the whole four days as part of the Accessories showroom.

Also at Victoria House is the Accessories showroom. This will include shoes such as **Dr. Martens' Made in England** line and **Kult Domini's** first menswear collection. **Eye Respect** returns to the Designer Showrooms with its hand-crafted eyewear, and family business **Alfie Douglas** will show its latest fine leather goods. Other brands include watchmaker, **Uniform Wares**, and helmet company, **Hedon**.

This season the Opening Reception will take place at The Hospital Club and is the first chance to see the showrooms. *Seventh Man* magazine and *Menswear Buyer* will host this season's Open Houses at The Hospital Club and Victoria House. These are opportunities for press and buyers

to meet the designers and see the latest collections over drinks in an intimate setting. Find full details at www.londoncollections.co.uk/events.

- ENDS -

For the latest information on the Designer Showrooms and the complete list of participating designers with press and sales contacts, visit londoncollections.co.uk/showrooms.

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#DesignerShowrooms

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For access to official on demand video and image content from London Collections: Men register with our media portal at britishfashioncouncil.rightster.com.

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EDITORS NOTES:

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 Creative Britain and Creative London. The BFC Colleges Council offers support to students through its MA Scholarship, links with industry through Design Competitions and Graduate Preview Day. Talent identification and business support schemes include the BFC Fashion Film sponsored by River Island; BFC Rock Vault, BFC Headonism sponsored by Wedgwood, BFC/Vogue Designer Fashion Fund; BFC/GQ Designer Menswear Fund; Estethica; BFC Contemporary sponsored by eBay; NEWGEN sponsored by TOPSHOP and NEWGEN MEN sponsored by TOPMAN. Showcasing initiatives include London Fashion Week, London Collections: Men, LONDON show ROOMS, the BFC/Bazaar Fashion Arts Foundation, International Fashion Showcase and the annual celebration of excellence in the fashion industry: the British Fashion Awards.

London Collections: Men is owned and organised by the British Fashion Council and chaired by Dylan Jones OBE

UK Trade & Investment is proud to be supporting London Collections: Men.

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