



## PRESS RELEASE

15<sup>th</sup> February 2016

### THE BRITISH FASHION INDUSTRY AND LONDON FASHION WEEK FACTS & FIGURES

The 63<sup>rd</sup> edition of London Fashion Week (LFW) will return to **Brewer Street Car Park this February** (19<sup>th</sup> - 23<sup>rd</sup> February 2016). The schedule features **83** designers showcasing AW16 collections to UK and international press and buyers across five days.

**Alexander McQueen** will return to the schedule for the first time in over a decade for AW16. It will show alongside brands including **Ashish, Belstaff, Burberry, Christopher Kane, Emilia Wickstead, Erdem, Gareth Pugh, J.W.Anderson, Mary Katrantzou, Paul Smith, Peter Pilotto, Pringle of Scotland, Sibling, Simone Rocha, Sophia Webster, Topshop Unique** and **Vivienne Westwood**. Also returning to London this season is British fashion and leather goods brand **Mulberry**, under the direction of new Creative Director, Johnny Coca. They join Belgium brand, **A.F. Vandevorst** which shows on schedule for the first time.

### THE FASHION ACCESSORIES MARKET

**Charlotte Olympia**, the luxury shoes and accessories designer, will host its first catwalk show on the LFW schedule this season. After **Hill and Friends'** debut collection in September, **Anya Hindmarch's** ongoing success and the strong selection of accessories designers showing in the **Designer Showrooms** at Brewer Street Car Park, **Mintel Group Ltd** today releases new statistics about the fashion accessories market:

- **£2.7billion** worth of fashion accessories sales in the UK in 2015. This is a **3.4%** rise from 2014
- **60%** of shoppers bought accessories online in 2015, an **8%** rise from 2013
- **51%** of all British women purchased a handbag in 2015

### THE BRITISH FASHION INDUSTRY BY NUMBERS

- **£27billion** worth of womenswear (RTW) sales in the UK in 2015. This figure is predicted to grow 23% by 2020 to **£32billion** (*Mintel, 2016*)
- **£26billion** direct contribution to the UK economy (GDP) from the UK fashion industry, up from £21billion in 2009 (*Oxford Economics, 2014*)
- **£1million** worth of pro-bono support provided to BFC designers by BFC partners and mentors with over **10,000** hours of support provided in 2015
- **797,000** jobs supported by the UK fashion industry (*Oxford Economics, 2014*)
- **£12.4billion** spent on fashion online in the UK in 2015, up 16% from **£10.7billion** in 2014 (*Mintel, 2015*)
- **68%** of UK internet users buy clothing and footwear online (*Mintel, 2015*)
- **29%** of total spending online is on clothing and footwear, up from **13%** in 2011 (*Mintel, 2015*)

## LONDON FASHION WEEK BY NUMBERS

- **35million** people across the country will see LFW content on 60 outside screens in a collaboration with Ocean Outdoor (on screens today)
- **2million** weekly visitors to Piccadilly Circus where LFW content will be screened on the Curve screen thanks to Land Securities over the five days of LFW
- **503,404** mentions of #LFW on Twitter during LFW SS16 in September, up 44% since AW15
- **200,000** copies of The Daily, the official LFW broadsheet, are distributed around London during LFW
- **113,348** images tagged #LFW on Instagram during LFW SS16 in September
- **45,608** requests since LFW SS14 for the Amex Insiders, the ultimate LFW on-site service team
- **32,000** miles driven between shows by Mercedes Benz chauffeurs
- **30,000** Lavazza espressos served and 200kg of Lavazza coffee beans used
- **25,000** packs of PROPERCORN eaten
- **20,000** bottles of Evian Water to be drunk at LFW SS16
- **11,150** Official LFW Tote Bags designed by House of Holland in collaboration with Sunglass Hut
- **8,000** stickers available at Brewer Street Car Park featuring designs by NEWGEN designers
- **5,000** HIX FIX Cocktails to be served
- **5,000** copies of ES Magazine read at LFW
- **2,000** Scavi & Ray piccolo bottles served
- **500** cans of label.m Hairspray used backstage each season
- **240** tickets to LFW given away to consumers exclusively by Sunglass Hut
- **225** makeovers in the Maybelline Lounge
- **180** hours manned on the Swatch LFW Timeline
- **152** countries viewed live streams in SS16 in September
- **80** designers from 24 countries showing as part of the International Fashion Showcase at Somerset House
- **51** designers are presenting their AW16 collections with a catwalk show
- **51** love hearts on each Lavazza x Ryan LO cup
- **35** hair appointments for VIP press in the TONI&GUY Fashion Fix with label.m each day
- **32** designers are hosting a presentation to display their AW16 collections
- **25** designers gifted a selection of shapewear and seamless lingerie by Triumph
- **16** countries represented by guests staying at The May Fair Hotel
- **15** Amex Insiders on-site at London Fashion Week
- **8** podcasts featuring the NEWGEN designers available on the Topshop online LFW hub
- **7** London tastemakers partnered with Sunglass Hut for LFW in February
- **3** films supported by Fashion Film sponsored by River Island this season: **Dorateymur, House of Holland and Sibling x River Island**
- **3** sunglass collections from British designers (Alexander McQueen, Preen and House of Holland) introduced into key Sunglass Hut London stores and online to celebrate LFW
- **2** Sunglass Hut branded Official LFW buses to transport press & buyers between shows and presentations
- **2** #Diveintofashion photo booths in the Sunglass Hut pop-up at Lights of Soho
- **2** live artists available for personalisation of **1,500** exclusive Sunglass cases at the Sunglass Hut spaces at Brewer Street Car Park & Lights of Soho
- **2** kitchens provided by The Store at Brewer Street Car Park during LFW

For the full **NEWGEN**, sponsored by Topshop, line-up click [here](#)

- ENDS -

[londonfashionweek.com](http://londonfashionweek.com)

#LFW

Twitter: [@londonfashionwk](https://twitter.com/londonfashionwk)

Instagram: [@britishfashioncouncil](https://www.instagram.com/britishfashioncouncil)

For London Fashion Week press enquiries please contact Will Iron, British Fashion Council

+44 (0) 20 7759 1968 | [will.iron@britishfashioncouncil.com](mailto:will.iron@britishfashioncouncil.com)

**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 the BFC Fashion Film sponsored by River Island; BFC Rock Vault; BFC Headonism; BFC/GQ Designer Menswear Fund supported by Vertu; BFC/Vogue Designer Fashion Fund; NEWGEN sponsored by TOPSHOP and NEWGEN MEN sponsored by TOPMAN. The British Fashion Council supports Boden's Future British initiative. Showcasing initiatives and events include London Fashion Week, London Collections Men, LONDON show ROOMS, the BFC Fashion Arts Foundation, International Fashion Showcase, London Fashion Weekend and the annual celebration of excellence in the fashion industry: the British Fashion Awards.