

PRESS RELEASE
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LONDON FASHION WEEK & BRITISH FASHION INDUSTRY FACTS & FIGURES

The 62nd edition of London Fashion Week (LFW) will take place in its new home: **Brewer Street Car Park** in the heart of Soho. The schedule features **78 designers** who will showcase SS16 collections to UK and international press and buyers across five days.

Today, market research firm Mintel has released the following statistics:

- **£27billion (£27,051billion)** worth of womenswear sales predicted for 2015, a **4% rise** from **£26billion (£25,950billion)** in 2014 (*Mintel, 2015*)
- **£10.3billion** worth of sales of men's and women's **footwear** in 2015, up **6.5%** from £9.4billion since 2015 (*Mintel, 2015*)
- **£32 billion (£31,842 million)** worth of womenswear sales forecasted by 2019, a growth of **23%** (*Mintel, 2015*)
- **67%** of women have purchased clothes online in 2015, up from 65% in 2014. In particular, there has been a shift in shopping behaviour amongst 16-24 women with **80%** now purchasing clothes online in 2015 (*Mintel, 2015*)
- **17%** growth of footwear sales online - the largest increase in sales across the industry - to take up a **3.8%** share of the footwear market (*Mintel, 2015*)
- **8%** growth in women over 55 buying clothes online since 2014 with **59%** purchasing clothes online in 2015 (*Mintel, 2015*)

THE BRITISH FASHION INDUSTRY BY NUMBERS

- **£26billion** direct contribution to the UK economy (GDP) from the UK fashion industry, up from £21billion in 2009 (*Oxford Economics, 2014*)
- **£10.7billion** spent on fashion online in the UK in 2014 (expected to reach **£19billion** by 2019) (*Mintel, 2014*)
- **£9billion** - value of the web-based fashion and footwear market in the UK, it is predicted to grow to **£11billion** (*Euromonitor, 2015*)
- **£32.2billion** contributed in sales from the British luxury goods industry in 2013, valuing the sector at 2.2% of the UK's GDP (**£51.1billion** projected sales of British luxury goods by 2019) (*Frontier Economics for Walpole, August 2015*)
- **797,000** jobs supported by the UK fashion industry (*Oxford Economics, 2014*)
- **158,000** employees predicted to be hired by the luxury goods industry by 2019 (up from **113,00** in 2013) (*Frontier Economics for Walpole, August 2015*)

- **70%** of UK internet users buy clothing and footwear online (*Mintel, 2014*)
- **60** fashion start-ups have been created in London in the last year (*Crunchbase, 2015*)
- **17%** of total spending online is on clothing and footwear, up from **13%** in 2011 (*Mintel, 2014*)

LONDON FASHION WEEK BY NUMBERS

- **£160million** media coverage on LFW each season (*Precise, 2015*)
- **£100million** of orders placed during LFW each season (*BFC, 2015*)
- **2.5million** impressions on the @londonfashionwk Twitter account during LFW AW15
- **1million** followers on LondonFashionWk since LFW AW15
- **350,800** mentions of #LFW on Twitter during LFW AW15 in February
- **180,000** business customers made aware of TalkTalk Business communication support
- **121,000** images tagged #LFW on Instagram during LFW AW15 in February
- **32,000** miles driven between shows by Mercedes Benz chauffeurs
- **32,000** hours of London Fashion Week content watched in the UK (**28,000** hours of London Fashion Week content watched in the US) (*Google Internal Data, 2015*)
- **30,000** Lavazza espressos served and **200kg** of Lavazza coffee beans used
- **20,000** packs of PROPERCORN eaten
- **15,000** Official LFW tote bags designed by Gareth Pugh in collaboration with Sunglass Hut
- **15,000** bottles of Evian Water to be drunk at LFW SS16
- **10,000** hours spent on mentoring LFW designers through BFC initiatives over the last year
- **5,000** visitors are expected to attend: buyers, journalists, bloggers, broadcast crews and photographers
- **5,000** glasses of Scavi & Ray served
- **3,500** requests for the AMEX Insiders in five days at LFW AW15
- **3,000+** Sunglass Hut stores in **45** countries globally celebrating London Fashion Week
- **650** TalkTalk Business Powerbanks supplied to Mercedes Benz cars and the Press and Media lounge to Charge Smartphones on the go at LFW
- **400%** rise in consumers watching 'fashion week' content on YouTube in the past two years (*Google Internal Data, 'Fashion Week'-related content, 2012-2014*)
- **238** designers mentored in the past year
- **237kg** of soya-based alternative to yogurt (Alpro Plain Big Pots) will be enjoyed at LFW
- **225** makeovers in the Maybelline Lounge
- **196** countries watched LFW live streams during LFW SS15
- Swatch has manned the LFW Timeline for **180** hours
- **150** designers in the Designer Showrooms: including UK and international, emerging and established, ready-to-wear and accessories
- **94%** of Twitter users aware of LFW and **74%** have an interest in LFW
- **80** Penhaligon's candles burnt
- **78** designers showing on schedule this season: **52** catwalk shows and **26** presentations
- **78%** of guests attending LFW plan on tweeting during the event
- **71** countries represented by visitors to LFW
- **35** hair appointments for VIP press in the TONI&GUY Fashion Fix with label.m each day
- **25%** year-on-year rise of searches for London Fashion Week with a **65%** year-on-year mobile search for London Fashion Week (*Google Internal Data, 2015*)
- **25** designers gifted a selection of shapewear and seamless lingerie by Triumph
- **11** American Express Insiders on-site at London Fashion Week

- **10 Evening Standard** merchandisers on site supporting Jeans for Genes day in limited edition Elle McKee t-shirts
- **4** Sunglass Hut *Punk it Up* branded Official LFW buses to transport press, buyers and photographers between shows and presentations
- **1** Topshop LFW Pop Up in the Oxford Street store, with a dedicated screening area for the Unique SS16 show

Global brands including **Anya Hindmarch, Burberry Prorsum, Hunter Original, Paul Smith, Pringle of Scotland, Topshop Unique** and **Vivienne Westwood Red Label** will show alongside **Christopher Kane, David Koma, Emilia Wickstead, Jonathan Saunders, JW Anderson, Mary Katrantzou, Peter Pilotto, Simone Rocha, Sophia Webster** and **Thomas Tait**.

Celebrating their 10th anniversaries this year are designers including **Ashish, Erdem, Gareth Pugh, Nicholas Kirkwood** and **Roksanda**.

New to the schedule this season is **Alexander Lewis, Edeline Lee**, new accessories collection by former, Mulberry Creative Director, Emma Hill, **Hill & Friends, John Smedley's** first womenswear line, Heikki Salonen's diffusion line for Maison Margiela **MM6, Natasha Zinko** and **Versus**. **Peter Jensen** and **Zandra Rhodes** returns to the LFW schedule.

Emerging designers include **Le Kilt, Marques'Almeida** and **Phoebe English**. For the full NEWGEN line-up click [here](#) and for this season's Fashion East recipients click [here](#)

Event highlights at LFW include **Georgia May Jagger** hosting the Minnie Mouse Style Icon Exhibition launch; Hussein **Chalayan MBE** celebrating 21 years in business; the **Louis Vuitton** Series 3 Exhibition Opening Gala and the **Versus** SS16 After-Party. For full events listings click [here](#)

Fashion Film sponsored by River Island has supported films from **Mary Benson, Zandra Rhodes** and **Zoë Jordan**.

This season LFW opens its doors to the public through **London Fashion Week at Golden Square**, for full details see [Celebrate LFW](#)

Watch the London Fashion Week film: <https://youtu.be/f5kiMhmeNCQ>

To embed the London Fashion Week film: `<iframe width="560" height="315" src="https://www.youtube.com/embed/f5kiMhmeNCQ" frameborder="0" allowfullscreen></iframe>`

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Follow the British Fashion Council on Instagram for exclusive London Fashion Week images **@BritishFashionCouncil**

Join the conversation on Twitter **@LondonFashionWk** using the hashtag **#LFW**

London Fashion Week SS16 runs from 18th - 22nd September 2015. For more information please visit londonfashionweek.co.uk
London Fashion Weekend runs from 24th - 27th September 2015 at the Saatchi Gallery in Chelsea. For more information please visit londonfashionweekend.co.uk

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