

# LONDON FASHION WEEK

## 14-18 FEBRUARY 2020

### PRESS RELEASE

Tuesday 4<sup>th</sup> February

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#### POSITIVE FASHION & INCLUSIVITY

The British Fashion Council (BFC) is delighted to announce that [London Fashion Week](#) (LFW), Friday 14<sup>th</sup> - Tuesday 18<sup>th</sup> February 2020, is set to open with a [schedule](#) of over 60 catwalk shows and presentations. This season, LFW continues the movement of positive change within our industry with the return of the Positive Fashion Exhibition together with LFW [public shows](#) and a talk series at the official hub **The Store X, 180 Strand**, while the Positive Fashion themed [City-Wide Celebrations](#) are set to unite London with 78 brands, 103 stores and 346 events taking place across five days in partnership with key retailers, cultural institutions and businesses, aimed at opening London Fashion Week to new audiences and communities.

The [Positive Fashion Exhibition](#) is a curated space with brands showcasing a presentation, campaign or interactive storytelling experience that answers to one or more of the three pillars of Positive Fashion: *Environment, People, Craftsmanship & Community*. In particular, the exhibition will host **#FashionOurFuture**, an interactive photo booth dedicated to the social media movement to slow down fashions' footprint, set up by Amy Powney of Mother of Pearl and a **Swap Shop by Patrick McDowell** with **Global Fashion Exchange**, where guests can bring a used item of clothing from their wardrobe to exchange.

The London Fashion Week venue is open from Friday 14<sup>th</sup> - Sunday 16<sup>th</sup> February and is made up of the **BFC Show Space** for trade and public shows, the **Positive Fashion Exhibition**, **DiscoveryLAB** and the **NEWGEN** installation.

#### EVENTS and AWARDS

The winners of the **2020 International Woolmark Prize** and inaugural **Karl Lagerfeld Award for Innovation** will be announced on Monday, 17<sup>th</sup> February. The 2020 finalists have focused on traceability and adding transparency to their supply chains, supported by the International Woolmark Prize Innovation Academy.

On Tuesday 18<sup>th</sup> February, the **Queen Elizabeth II Award for British Design** will be presented by a senior member of the Royal Family to a British Designer to be announced. Created in the name of Her Majesty The Queen, the award recognises the role fashion plays in diplomacy, culture and communications. It further recognises creativity in design and those brands demonstrating value to the community and strong sustainable practices; previous recipients are Bethany Williams, 2019 and Richard Quinn, 2018.

## SCHEDULE HIGHLIGHTS

This season, London Fashion Week welcomes **Tommy Hilfiger** back to London, showing his fourth TommyxLewis collection with a strong focus on sustainability. Internationally recognised brands featuring on the LFW schedule include **Burberry, Christopher Kane** (Winner of *Designers' Designer Award*, The Fashion Awards 2019), **Erdem, JW Anderson, ROKSANDA, Preen by Thornton Bregazzi, Temperley London, Simone Rocha** and **Victoria Beckham**. More than ever, designers are taking sustainability to the heart of their collections, in particular this season **Johnstons of Elgin, Mulberry, Phoebe English, Richard Malone** and **Vivienne Westwood**.

In the DiscoveryLAB, an experiential zone that spans the intersection of fashion, art and technology, shows include **DI PETA, LUEDER** and **Katie Ann McGuigan** as well **NEWGEN ONE TO WATCH: EFTYCHIA, Fashion Revolution DiscoMAKE**, a collaborative event of fashion, music and workshops, **BRICKS Talks 'Rise Together Issue'** and **Aro Archive presents Yohji Yamamoto 1983 – 2016**. The **NEWGEN** installation features 20 designers from the BFC's 2019/2020 internationally celebrated talent identification scheme while the BFC Show Space will host catwalk shows by **Ashley Williams, BOSIDENG, Charlotte Knowles, On|Off Presents..., Yuhan Wang** and NEWGEN Recipients: **Matty Bovan** and **Richard Malone**. **REJINA PYO**, Winner of *British Emerging Talent Womenswear Award*, The Fashion Awards 2019, will show on Saturday 15<sup>th</sup> February.

Other internationally celebrated designers on schedule are: **16Arlington, A.W.A.K.E MODE, Amanda Wakeley, Ashish, Aspinal of London, Bobby Abley, BORA AKSU, Chalayan, DAVID KOMA, Dilara Findikoglu, Edeline Lee, Emilia Wickstead, Fashion East, Halpern, Huishan Zhang, Liberty, Margaret Howell, Mark Fast, Marques'Almeida**, BFC Fashion Trust recipient **Molly Goddard, Olivia Rubin, OSMAN, Pam Hogg, Paul Costelloe**, BFC Fashion Trust recipient **Paula Knorr, RIXO, Richard Quinn, Roland Mouret, Shrimps, Stephen Jones, TOGA** and **UNDERAGE**. Newcomer **Petar Petrov** joins the schedule, with alongside **MM6 Maison Margiela** and **DAKS**, both returning to London this season.

The BFC Show Space's public shows for 2020 are **Temperley London** and **De La Vali** on Saturday and Sunday together with an engaging **talk series** with eight sessions featuring top industry leaders and insightful voices in fashion, business and innovation. The BFC will host the London Fashion Week schedule within the [LetsBab app](#), so attendees can receive up to the minute schedule updates and show start times through notifications on the go.

### **Switch to BLUE® Campaign**

The Switch to BLUE® campaign aims to bring the fashion industry together to lead in ambitious environmental action, for a more sustainable and greener future. Supported by Roland Mouret and the BFC, the campaign asks that fashion businesses commit to replacing their sample hangers from a single-use plastic solution with no circular life cycle, to Arch & Hook marine plastic hangers, a 100% recycled, fully closed loop alternative to source plastic for hangers. All designers featured in the Positive Fashion Exhibition are showcasing Arch & Hook hangers, in support of the campaign.

## **London Fashion Week with Bags of Ethics™ and Richard Malone**

This season, the BFC and Bags of Ethics™ collaborated with designer Richard Malone on the design of the LFW reusable canvas bag. Richard Malone is a designer and multi-disciplinary artist who has become the fashion industry go-to for authenticity, resourcefulness and rebellion. Malone's passionate commitment to sustainability in all its facets runs through his namesake brand. Bags of Ethics™ is a positive label that promotes the people and planet behind products.

## **Model Zone 2020**

Each season the BFC hosts The Model Zone at LFW and LFWM, creating a space for models to eat, drink and relax. Its location is not publicly advertised, so that it remains a safe space away from the main event. For 2020, the Model Zone will continue its focus on health and wellness, in collaboration with Be Well Collective and holding mindfulness workshops in the space. The BFC operates a confidential model helpline number each season, for more information please visit our website.

## **Partnerships**

LFW February 2020 marks the beginning of celebrating 15 years of London Fashion Week's official partnership with TONI&GUY. Over the years, TONI&GUY has created bespoke looks and styles for over 100 designers each year across both London Fashion Week and London Fashion Week Men's including long established and emerging British talent such as: Paul Costelloe, GILES, Pam Hogg, Basso & Brook, Roksanda Ilincic, Malan Breton, House of Holland, Mary Katrantzou and Sophie Webster.

The generosity and commitment of our official partners, suppliers and supporters is more vital than ever. Please help us by acknowledging their support for London Fashion Week February 2020. Official Partner: Evening Standard, JD.com, Inc., LAVAZZA, LetsBab, The May Fair Hotel, Mercedes-Benz, Samsung, The Store X, TONI&GUY; Official Suppliers: Bags of Ethics, Colgate, DHL, Fashion & Beauty Monitor, Getty Images, Launchmetrics, S by Sloggi, S'well; Official Supporters: The Department for International Trade, The European Regional Development Fund and the Mayor of London.

**-ENDS-**

[londonfashionweek.co.uk](http://londonfashionweek.co.uk)

#LFW

#PositiveFashion

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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. 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 Fashion Week Men's, LONDON show ROOMs and the annual celebration of creativity and innovation in the fashion industry: The Fashion Awards.

## **Positive Fashion**

Sustainability has been a part of the BFC's strategy since 2006, with the Esthetica showcase putting sustainable fashion at the heart of London Fashion Week. The BFC set out to define its sustainability and ethical agenda, creating Positive Fashion in 2014, an initiative and platform designed to celebrate industry best practice and encourage future business decisions to create positive change. Since then, the BFC have led and initiated Positive Fashion focused programmes and partnerships, trade and public facing campaigns, while engaging the fashion industry and government to champion positive change. In 2019, the BFC announced the intention to form the Institute of Positive Fashion, an industry-wide coalition to help set industry standards, embrace innovation and develop the need for leaders to create sustainable businesses fit for the future. Through the BFC global platforms such as London Fashion Week and The Fashion Awards, the BFC can reach international audiences, empowering and educating them to be part of the Positive Fashion movement. Positive Fashion is comprised of three strategic Pillars: **Environment, People, Craftmanship & Community.**

**Environment** – This pillar focuses on environmental and business governance to drive a more sustainable fashion future

**People** – This pillar represents the people, from the product makers to the staff, students and models who pioneer our brands

**Craftmanship & Community** – This pillar supports the talent, skills and elements of craftmanship that make up our unique industry and have positive impacts on local communities

## **Positive Fashion Exhibition February 2020**

3am Eternal

Anita Berisha

Aro Archive Presents Yohju Yamamoto 1983-2016

Bareminerals

Bosideng

BRICKS Magazine curates 'Rise Together Issue'

Choose Love

Colgate

Duran Lantink

Emily Frances Barrett

Faldan

#FashionourFuture

Fashion Switch to Green

Fashion Switch to BLUE®

Fiona O'Neil

Graduate Fashion Week Presents

- Yen Wong
- Sarah Thompson
- Africa Hernandez Martinex
- Borbala Ferencz
- Leo John Caligan

L'Occitane en Provence  
LU MEI  
Mother of Pearl  
Nicole Zisman  
Pama  
Parley for the Oceans  
Patrick McDowell  
Patrick McDowell x Global Fashion Exchange  
Plenaire  
Riley Studio  
Stay Wild Swim

Stephen Jones Millinery Presents the British Hat Guild  
Tabitha Ringwood  
The Sustainables Agency

- Place For Nothing
- Saurabh Maurya
- Wei-Yu Hung
- Borbala Ferencz
- Valery Kovalska

The Gel Bottle  
UNDERAGE

### **Education**

The strategy around Education of the BFC is to support the future growth and success of the British fashion industry by attracting, developing and retaining young creative talent. For 2020, the BFC continues to create opportunities for young people and ensure access to the industry, regardless of financial background.

At London Fashion Week September 2019, BFC Positive Fashion Ambassador, Adwoa Aboah launched a **Mentoring Programme** in partnership with the BFC for young people from all backgrounds to explore different careers in fashion. The first of two programmes, each four months long, will culminate at London Fashion Week February 2020. The second programme will open for new applications in March 2020.

The winner of the **British Library x Charles Jeffery LOVERBOY Research Competition** was awarded to Harry Parker from Manchester Fashion Institute during an Awards Ceremony 31<sup>st</sup> January 2020 at the British Library. The competition asked students to explore a fashion story that reiterated the importance of research in fashion education. The winner received a £3,000 cash prize and was open to BFC Colleges Council MA and BA Final Year students. Earlier in the afternoon, shortlisted students had the opportunity to present their work to British Library curators, culminating with the British Library Staff Award presented to Leena Sobien from Manchester Fashion Institute and Hannah Creak from Kingston School of Art.

The **BFC's Fashion & Business Saturday Club Programme**, in partnership with the Saturday Club Trust, gives 13-18 -year olds the chance to study fashion, for free, at their local college or university. This year, the BFC will continue to collaborate with industry professionals, such as Alexander McQueen and WGSN, to lead a Saturday Club masterclass, a programme that runs from March to June 2020.