

LONDON FASHION WEEK FESTIVAL

23-26 FEBRUARY 2017

PRESS RELEASE

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DAME VIVIENNE WESTWOOD DESIGNS LONDON FASHION WEEK FESTIVAL TOTE

Images are available for download via <https://we.tl/09z6wSzQ5Q>

The British Fashion Council (BFC) is delighted to announce that British fashion designer and activist Dame Vivienne Westwood has designed this season's London Fashion Week Festival (LFWF) tote bag. Made from 100% organic cotton, the bag was inspired by this season's Vivienne Westwood Autumn-Winter 2017/18 show entitled 'Ecotricity'. The map graphic is Westwood's representation of NASA's projection of the effect of climate change on the world should the earth's temperature rise by four degrees or more. Westwood's solution is simple: SWITCH to Green Energy 'Ecotricity' and STOP Climate Change.

The limited edition totes will be available for purchase at London Fashion Week Festival for £20 each, of which 50% of the profit will be donated to Dame Vivienne's choice of charity, Fuel Poverty Action, which works with pensioners' groups, tenants' associations and others who provide practical aid in the form of blankets, draft-proofing, as well as helping people to get their debts written off.

Dame Vivienne Westwood commented: *'Global warming is at the tipping point. If we go past it, we can't stop it. All the methane kicks in. We're there right now. Stop Climate Change. All our friends are going to SWITCH to Green Energy – Ecotricity - and I am happy to design a tote that communicates this important message'*

London Fashion Week Festival (formally known as London Fashion Weekend) has moved venues and will now take place at The Store Studios, located at 180 Strand, WC2 with the BFC's other bi-annual events, London Fashion Week and London Fashion Week Men's. The new space will provide the perfect backdrop for this ultimate consumer fashion experience which includes designer catwalk shows, a schedule of industry talks, shopping emporiums and champagne bars.

Tickets are now available online: For full details visit www.londonfashionweekfestival.com

Packages include Bronze (from £20), Silver (from £45), Gold (from £60), LUXE (£145) and LUXE Premium (£200).

- ENDS -

London Fashion Week Festival Thursday 23rd – Sunday 26th February 2017
The Store Studios, 180 Strand, London WC2R 1EA

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@LFW_Festival | #LFWFestival

Notes to Editors:

London Fashion Week Festival is organised by the British Fashion Council and marketed by SME London Ltd.

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 Fashion Film sponsored by River Island; BFC Rock Vault; BFC Headonism; BFC/GQ Designer Menswear Fund; BFC/Vogue Designer Fashion Fund and NEWGEN. The BFC supports Boden's Future British initiative. 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 excellence in the fashion industry: The Fashion Awards.

Vivienne Westwood began designing in 1971 along with her then partner Malcolm McLaren in London. At the time they used their shop at 430 Kings Road, London, to showcase their ideas and designs. With their changing ideas of fashion came the change of not only the name of the shop but also the décor. It was in 1976 when Westwood and McLaren defined the street culture of Punk with Seditonaries.

By the end of the seventies Vivienne Westwood was already considered a symbol of the British avant-garde and for Autumn/Winter 1981 she showed her first catwalk presentation at Olympia in London. Westwood then turned to traditional Savile Row tailoring techniques, using British fabrics and 17th and 18th century art for inspiration.

1989 was the year that Vivienne met Andreas Kronthaler, who would later become her husband and long-time design partner, as well as Creative Director of the brand. In 2004 the Victoria & Albert museum, London, hosted a Vivienne Westwood retrospective exhibition to celebrate her then 34 years in fashion – the largest exhibition ever devoted to a living British fashion designer. In 2006, her contribution to British Fashion was officially recognised when she was appointed Dame of the British Empire by Her Majesty, Queen Elizabeth II, and in 2007 was awarded the 'Outstanding Achievement in Fashion' at the British Fashion Awards in London.

Vivienne Westwood is one of the last independent global fashion companies in the world. At times thought provoking, this brand is about more than producing clothes and accessories. Westwood continues to capture the imagination, and raise awareness of environmental and human rights issues. With a design record spanning over forty years, Vivienne Westwood is now recognized as a global brand and Westwood herself as one of the most influential fashion designers, and activists, in the world today.

Ecotricity was founded by Dale Vince in 1995 as the world's first green energy company and now supplies almost 200,000 customers across Britain from a growing fleet of wind and sun parks. Ecotricity is a 'not-for-dividend' enterprise that, on average over the last eleven years, has invested more per customer in building new sources of green electricity than any other energy company in Britain. And so the idea was born; to cut out the middleman and start an energy company, to reach the end user with this new Green Electricity, to get a fair price – to enable windmill building. The energy market was just being liberalised and for the first time it was possible to start an energy company and that's just what we did

Fuel Poverty Action campaigns against the injustice of cold homes by turning up the heat on rip-off energy companies and the politicians in their pockets. We take action for warm, well insulated homes and clean and affordable energy, under the control of people and communities, not private companies.

For every person that switches their energy supply to Ecotricity quoting "Vivienne Westwood", Ecotricity will donate up to £60 to Fuel Poverty Action. This represents a £40 donation for electricity switches and £20 for gas switches (£60 dual fuel).

The funds raised will support Fuel Poverty Action in their work with pensioners groups, tenants associations and others who provide help in the form of blankets, draft-proofing, or aiding people getting their debts written off.