

LONDON FASHION WEEK MEN'S

4-6 JANUARY 2020

MEDIA ALERT

4th January 2020

NED'S CLUB AND BRITISH FASHION COUNCIL PARTNER FOR LONDON FASHION WEEK MEN'S

The British Fashion Council (BFC) is delighted to announce a partnership with Ned's Club for London Fashion Week Men's January 2020.

As an official partner of London Fashion Week Men's (LFWM), Ned's Club is hosting a pop-up lounge within the LFWM Hub at the Truman Brewery, from 4th-5th January 2020, giving attendees the opportunity to experience a taster of the club in the Ned's Club Lounge. Designed to channel the faded glamour of the 1920s, the lounge has been furnished with Art Deco pieces in a palette of deep purples and reds.

The menu will include a variety of healthy Californian-style dishes from The Ned's Malibu Kitchen restaurant and serve a selection of club favourite cocktails and Peroni beers.

Gemma Juviler, BFC Commercial Director commented: *"We are delighted to have Ned's Club as an official partner of London Fashion Week Men's this season, particularly as we've had the pleasure of collaborating with Soho House & Co for many years. We look forward to bringing the unique atmosphere and experience that is Ned's to all our guests and visitors."*

- ENDS -

#LFWM | #Discovery

londonfashionweekmens.com

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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: 11852) was created for charitable purposes and grant giving; attracting, developing and retaining talent through education and business mentoring. Education offers students BA and MA scholarships, 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, International Fashion Showcase and the annual celebration of creativity and innovation in the fashion industry: The Fashion Awards.