

BRITISH FASHION COUNCIL
NEWGEN
SPONSORED BY **TOPSHOP**

PRESS RELEASE

29TH JUNE 2016

THE BRITISH FASHION COUNCIL ANNOUNCES NEWGEN RECIPIENTS FOR SEPTEMBER

The British Fashion Council (BFC) is today pleased to announce the eight emerging designers who will receive NEWGEN support, sponsored by TOPSHOP, to showcase their collections at London Fashion Week (LFW) 16th – 20th September 2016.

Ashley Williams, Danielle Romeril, Faustine Steinmetz, Marta Jakubowski, Molly Goddard, Ryan Lo and Sadie Williams will all continue to receive support this season. In addition to the seven aforementioned designers, one new designer will receive NEWGEN support for the first time; Royal Academy of Art graduate **Paula Knorr** whose womenswear brand is now in its third season.

Ashley Williams, Ryan Lo and Molly Goddard will host catwalk shows while the other designers will host static presentations. Each of the NEWGEN designers will be allocated a dedicated pop-up showroom space within the Designer Showrooms at Brewer Street Car Park, taking residence after their show or presentation to host press and buyers appointments.

Sarah Mower MBE, BFC Ambassador for Emerging Talent, Chief Critic, VogueRunway.com and Chair of the NEWGEN committee commented: *"Discovering, supporting and mentoring NEWGEN is the most vital and effective work the British Fashion Council does. The designers who graduate through this scheme are the lifeblood of London and its reputation as a creative hotbed with business credentials developed at a very early stage. This generation is thinking of new ways of presenting and are natural communicators of the digital age – they are all individualists with exciting, optimistic ideas which are a delight to see."*

Mary Homer, Managing Director, TOPSHOP comments: *"Once again, TOPSHOP is thrilled to be supporting the next generation of British fashion talent. We are incredibly excited about the direction each of the recipients is taking with their collection and are proud to be part of their journeys from emerging talent to global stage."*

NEWGEN is a BFC initiative that supports the very best emerging talent and aims to build global, high end fashion brands of the future. The scheme offers designers financial support and showcasing opportunities at London Fashion Week. The BFC, with support from the NEWGEN committee and TOPSHOP, will deliver individual mentoring and business training to assist the designers as they develop their business infrastructure and skills. NEWGEN designers are identified by their creativity, strong design aesthetic and point of difference.

Since its inception in 1993, NEWGEN sponsorship has acted as a promotional launch pad for young designers including Alexander McQueen, Christopher Kane, Erdem, J.W.Anderson, Marques'Almeida, Mary Katrantzou, Nicholas Kirkwood, Roksanda Ilincic and Simone Rocha.

The NEWGEN committee comprises **Sarah Mower MBE**, BFC Ambassador for Emerging Talent (Chair); **Alexander Fury**, T Magazine Contributing Editor, Vogue Runway Men's Critic; **Anna Orsini**, British Fashion Council, Strategic Consultant; **April Glassborow**, Fashion Consultant; **Barbara Grispi**, LONDON show ROOMS Curator and Brand Development Consultant; **Caroline Rush CBE**, British Fashion Council, Chief Executive; **Cassie Smart**, Matchesfashion.com, Womenswear Buyer; **Celenie Seidel**, Style.com, Market Editor; **Karen Langley**, Fashion Editor & Stylist; **Kate Phelan**, TOPSHOP, Creative Director; **Laura Burlington**, Fashion Consultant; **Laura Hinson**, British Fashion Council, Senior Showcasing Manager; **Laura Larbalestier**, Browns, Buying Director; **Madelaine Evans**, TOPSHOP, Buying Director; **Melanie Rickey**, Grazia and Pop, Contributing Editor; **Michelle de Conto**, British Fashion Council, Business Support Advisor; **Rebecca Lowthorpe**, Grazia, Fashion Director; **Sheena Sauvaire**, TOPSHOP, Chief Marketing Officer; **Stavros Karelis**, Machine A, Founder.

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londonfashionweek.co.uk/newgen

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For press enquiries regarding NEWGEN and London Fashion Week, please contact: Michalis Zodiatis, Senior PR Executive, British Fashion Council: michalis.zodiatis@britishfashioncouncil.com | +44 (0) 20 7759 1989

For designers wishing to apply for NEWGEN or to be part of London Fashion Week, please contact: Isabella Davey, Showcasing Executive, British Fashion Council: isabella.davey@britishfashioncouncil.com | +44 (0) 20 7759 1978

For TOPSHOP enquiries, please contact: Natalie Bean, UK PR Manager, TOPSHOP: natalie.bean@topshop.com | +44 (0) 20 7291 2388

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 Fashion Awards.

The NEWGEN womenswear sponsorship was established in 1993, acting as a promotional launch pad for young designers, attracting media profile, orders and investment whilst offering encouragement and support for new talent. TOPSHOP is the sponsor of NEWGEN.

TOPSHOP is an established supporter of young fashion designers in the industry and has been working with the BFC as the NEWGEN sponsor since 2001. TOPSHOP also offers selected designers the use of the TOPSHOP Show Space and continues to support previous winners through housing collections in the Boutique space at its flagship store in Oxford Circus, selected stores nationwide and from topshop.com.

Sarah Mower MBE was appointed the British Fashion Council's first Ambassador for Emerging Talent in May 2009 and is chair of the NEWGEN selection committee.