

LONDON FASHION WEEK MEN'S

8-10 JUNE 2019

PRESS RELEASE

28th May 2019

LONDON FASHION WEEK MEN'S JUNE 2019 LAUNCHES "THIS IS LONDON" CAMPAIGN

Campaign images to download [here](#)



The British Fashion Council (BFC) is delighted to announce the launch of its new campaign "This is London"; celebrating community, diversity & culture at London Fashion Week Men's June 2019. Shot by London based photographer Markn, the campaign is a collection of 12 images and includes a diverse selection of people from the worlds of art, music, fashion, film & sport. The campaign features a mix of globally established names and current tastemakers, all driving forward London's culture and reputation, representing the city in their own unique way. The campaign is a testament of the city's diversity and creativity and highlights the relationship between the creative industries.

Featured in the campaign are **Caroline Rush** (Chief Executive, BFC), **Dylan Jones** (BFC Menswear Chair & Editor, British GQ), **Akinola Davies** (Moving Image Artist & Filmmaker), **Angelo Van Mol** (Creative Director, Band of Outsiders), **Eden Loweth** and **Tom Barratt** (Designers, ART SCHOOL), **Ashton Gohil** (Model & DJ), **Bethany Williams** (Designer, Bethany Williams), **Bianca Saunders** (Designer, Bianca Saunders), **Cosima** (Musical Artist), **David Gandy** (BFC Menswear Ambassador), **Dennis Okwera** (Model & Actor), **James Massiah** (Poet), **Liam Hodges** (Designer, Liam Hodges), **Lou Dalton** (Designer, Lou Dalton), **Louis III** (Musical Artist), **Lucien Clarke** (Professional Skater), **Nicholas Daley** (Designer, Nicholas Daley), **Oliver Spencer** (Designer, Oliver Spencer), **Paria Farzaneh** (Designer, paria /FARZANEH), **Per Götesson** (Designer, Per Götesson), **Priya Ahluwalia** (Designer, Ahluwalia Studio), **Sherelle** (DJ & Radio Presenter) and **Stavros Karelis** (Founder & Buying Director, MACHINE-A).

Caroline Rush, BFC Chief Executive commented: *“London is a city that is globally recognised for its creative talent and businesses. We’re extremely excited to launch this campaign for LFWM June 2019 and to celebrate not only the designers, but also the broader creative community who all play a vital role in our industry’s culture and reputation.”*

Dylan Jones, BFC Menswear Chair *“The ‘This is London’ campaign shines a light on the incredible pool of talent that makes London the creative capital of the world. From rising stars to established names, the campaign features a diverse mix of individuals, celebrating the eccentricity of our capital while illustrating that LFWM is a global platform for innovation and culture.”*

The talent taking part in the campaign were asked questions about London; what they love most about the city, what separates it from others and how the capital creatively defines them. In the series of images rolling out to launch London Fashion Week Men’s June 2019, Markn captures the energy of the cast through their mix of personalities and styles, showcasing how the melting pot of experiences make London and London Fashion Week Men’s so unique. “This is London” will be promoted at the main hub of LFWM, The Truman Brewery, during London Fashion Week Men’s June 2019 which runs from 8-10th June.

The BFC would like to thank Andrew Gallimore, Big Sky Studios, Giulio Ventisei, Megumi Mizuno, Peter Burkill and Richard Mortimer for their support in creating the campaign.

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- ENDS -

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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 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/Vogue Designer

Fashion Fund, BFC/GQ Designer Menswear Fund supported by JD.com, Inc. and NEWGEN which includes womenswear, menswear and accessories. 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 creativity and innovation in the fashion industry: The Fashion Awards.

ABOUT MARKN

Markn is a London based photographer who works in stills and motion. He freelance assisted the fashion photographer Steven Klein in New York City and Solve Sundsbo in London before becoming Nick Knight's 1st Assistant during which he was heavily involved with Knight's fashion film site SHOWstudio. He is currently working on several ongoing stills and moving image documentary/fashion series which can be seen on his instagram @marknmarkn He has recently contributed to magazines such as i-D, Document Journal and Primary Paper amongst others.

NOTES FOR EDITORS

Credits:

Photographer: Markn @MarknMarkn
Producer: Richard Mortimer @ richarddmortimer
Stylist: Giulio Ventisei @giulioventisei
Make-up Artist: Andrew Gallimore @andrewgallimakeup
Hair Stylist: Peter Burkill @peteburkill
Nail Artist: Megumi Mizuno @megumimizunonails

"This is London" talent Q&A:

Akinola Davies

People say London is difficult to love, do you agree?

Nah I think it's quite easy to love actually, it's very diverse and has something for everyone. It can be extremely consuming for the mind and pocket that's for sure. Equally savage to those starting out professionally. However, with a certain amount of pragmatism, luck and social nepotism then it can be tamed.

What's the struggle here? How does the struggle make you stronger?

It's financial and actually emotional most of the time, for me more so the latter than the former. I'm increasingly sensitive to a fast-paced way of life. I get sucked in and then it messes me up. Bad decisions etc. So, it's good to try and get out as much as possible. I'm not sure if stronger is the right way to put it but it makes you appreciate what you value more and understand balance.

What separates this city from the rest?

A sense of humour I think

Angelo van Mol

People say London is difficult to love, do you agree?

I disagree, I feel London is the place to be! It's a major hub for creatives and has a strong multi-cultural feel to it. Nowhere else in Europe can you get the same thriving energy, especially in East London.

What do you miss when you're away from London?

The buzz of the city. No matter where I'm coming from, I have the feeling of happiness to be back as soon as I arrive in London.

What separates this city from the rest?

Every city has its own charm! London I would say is particularly advanced in its inclusiveness.

Ashton Gohil

People say London is difficult to love, do you agree?

I have this love-hate relationship with London. I take it for granted when I'm here as all I want to do is visit other cities. Although, whilst away I realise how privileged we are in the capital, the culture and diversity in London beats most other major cities

What's the struggle here? How does struggle make you stronger?

Everybody in the creative industry struggles, we are all trying to be a better version of ourselves. Constantly comparing ourselves to peers on social media, but there is a beauty in this as it gives you a thick skin

How does London define you creatively?

I learnt from London, you get thrown in the deep end growing up here it moulds you and helps you to navigate the world

Bianca Saunders

What are your favourite things about London?

I feel like it's a lot easier to get by in London, compared to any other city. There's more opportunity here to be a creative and express yourself

What three words would you use to describe London?

Ongoing. Random. Industrial

What inspires you about London?

My friends & my community. I think they inspire me the most. Because I've been here my whole life, there's so many people I've met through living here and people come in the city and leave the city, so it's a lot easier for me to find my creative grounding

Cosima

People say London is difficult to love, do you agree?

It definitely can be! I've lived here my whole life so keep falling in and out of love with it; just when I think I'm done with it I find something or someone that makes me fall in love with it all over again.

What's the struggle here? How does struggle make you stronger?

Like in most cities and the creative world in general there is a lot of noise; growing new businesses in this environment isn't easy but it makes you more innovative and forces you to double down on your core values.

How does London define you creatively?

The fact that I feel like I can take from any musical genre without feeling like anything is out of reach; there is something about that which feels very London to me. London also has a very rich history of creatives who have been quite rebellious and have done things in a way that is true to them and their vision; it's hard not to feel emboldened by that history.

David Gandy

People say London is difficult to love, do you agree?

With London being such a vast city, I can see how it could sometimes feel lonely- the time and distance between areas can mean that people are inclined to stay in their own areas. We don't have a great reputation for the weather either! But once you get over that and begin to explore and appreciate the diversity London has to offer, then you can fall in love with it.

North, East, South or West? Does it matter?

Everyone has their favourite part of London. I used to live in North London but now am in South West and I love them equally. I appreciate East London but probably wouldn't live there. There's so much diversity between the different boroughs that I think you can find everything in London, whatever your taste.

How does London define you creatively?

All the clothing brands I support, work and collaborate with are British and mostly also based in London so it's fair to say that the city has been hugely influential for me. London can break you but the energy and opportunities here can also inspire you creatively like no other city in the world. Nowhere else has the same mix of historic and contemporary fashion working so closely alongside each other. London is a world leader of technology, fashion and finance. I believe it's the creative hub of the world.

Dennis Okwera

North, East, South or West? Does it matter?

Personally, I find that when I go to east, I see people dressing a little bit differently and the accent is different too. There's a difference in how people dress so in that way I do think it matters.

What's your favourite place in London?

My favourite place in London is Greenwich. I love waking around Greenwich park, that's where I grew up. My school is there at the top of the hill too.

How does London define you creatively?

I think what's nice about London is the diversity that you soon find in the creative industries, more than in any other city. If you're good at what you're doing London is the place to be, no matter how old or how experienced you are in life. If you're good and passionate about what you do, the creative industries will just welcome you. London is the buzzing place for creative people both young and old and I think the creative industries in London is at the peak of it.

Eden Loweth (ART SCHOOL)

Do you feel like it's home?

Yes, definitely, I can't imagine being anywhere else. I live in south London & quite a few of the designers here are based in the same place.

North, East, South, West, does it matter?

For me East London is quite tense there, I find it hard to work there creatively. I think with south London you can kind of be out of that echo chamber. I think south London has got quite a nice energy to it now, which I'm quite excited about.

What do you miss when you're away from London?

I think the queer community in London is really like no other, it's more a family & I think that more people have realised that we really support that community – so being away from that is quite strange.

James Massiah

People say London is difficult to love, do you agree?

Like everywhere else I guess this city has its pros and cons, relative to each individual. I think there's a lot to love about London but it can become harder to love if at any point things aren't going your way

What's the struggle here? How does struggle make you stronger?

I know housing is a big struggle for a lot of people here, even the cost of living generally. Struggle makes you stronger if you can endure it. The lessons you learn in the process may lead you to avoid struggling in quite the same way later on in life

What inspires you in London and what makes you creative?

Really inspired by all the things that I and my friends get up to here, the changes in the physical and cultural landscape of the city too, I take pride in documenting these things and hope to be seen as an important voice for this period of time in London in years to come

Liam Hodges

How does the struggle make you stronger?

You learn so much and you have to find ways around your problems. Be more Del Boy, less Trigger

What do you miss when you're away from London?

One thing I always miss, when I get the train back in to London, I go past Battersea power station, that's always a sign of how quickly London's changing.

How do you think London separates from the rest?

It's just the biggest, most intense city isn't it? It's not like anywhere else. Nowhere else compares

Lou Dalton

North, East, South or West? Does it matter?

No, since moving here in the early 90's I have lived in all four, they all have their charm

What do you miss when you're away from London? The freedom

What separates this city from the rest?

Culturally aware, it embraces and encourages creativity & diversity

Louis III

What do you miss about London when you leave?

I miss the people; I miss the space of London. When you go to other cities like New York, everything's so close and I like just being able to look out and see everything London's got to offer, even though it's like an hour away it's still worth the journey

North, East, South, West, does it matter?

I think south is the best, south is the coolest, it's got the most exciting talent coming up in music & fashion. Then my second favourite's east, then west, then north

What's your favourite thing about London?

How diverse it is and how it's home to so many different cultures, people & creatives

Lucien Clarke

How does London define you creatively?

It has shaped a lot of main structures in my life that have set me up for life, everything from my creativity, skateboarding, photography, my humour and my attitude. I'd be a completely different DNA if it wasn't for London

Nicholas Daley

Where do you go in London & how do you get there?

To be honest with you, there's a nice spot near my studio space. There's one of the last remaining record vinyl stores, a guy called Robin at Zen Records, he's been there for like twenty years and he's just seen Tottenham change & obviously I can go in there and listen to some tunes, like ten minutes away from my studio, so it's a nice little place to, even when I go out on lunch break I might just pop in there and say 'do you have any new records in?', and he'll be like 'yeah, I've got this one' and he'll just play it. Then I'll go back in to the studio and it's just carnage – so it's my little oasis.

North, East, South, West, does it matter?

I'm from the Midlands, but I've been in Tottenham for the last eight years, so I feel quite connected to that area. Through the riots as well, I was there for the riots, so that was seeing Tottenham at its lowest point and then now seeing a lot of designers like ART SCHOOL there, ASAI – there's a lot of creatives in Tottenham – the Seven sisters, Tottenham area over the past year or so, so it feels like it's changing & I spend a lot of time in that area, that or central, or Somerset House. That's just the reality if you're a designer or creative, spending a lot of time in the studio or where you're close to. Buy yeah, definitely North London for me is where I spend most of my time.

What's your favourite thing about London?

The diversity, the multiculturalism, I'm from Leicester, which is very diverse anyway, but London's just been a real good place for me. I get a lot of energy from it, a lot of friends, a lot of people, family, so I think the multiculturalism – just the mixture – that's why London's always going to have a special place, where else would you have a Muslim Mayor like Sadiq Khan? That's quite forward for a Western city, so that says a lot, like even who we select at high points in our society. So that's why I think it's a good place to grow a good level of tolerance. Most of the time embracing – I'm not saying it's perfect, like with the Windrush scandal – but overall, I think this is the place where it's like so many sub-cultures as well like; punks, teddy boys, new romantics, skinheads, London or the UK or Britain is just creating all these amazing sub-cultures which I think a lot of people are attracted too. I think that's quite important, that gives us that edge as these people on this island I think.

Priya Ahluwalia

People say London is difficult to love, do you agree?

I love London and I love being a Londoner, I love the pubs in the summer, the amazing diversity, the attitude, the sound systems and the creativity. However, in many ways I have to agree. London is hard to love because of the way the housing situation affects its most poor in such a brutal way, the gap between the haves and the have nots is rising and it's almost Victorian in its effects.

What's the struggle here? How does struggle make you stronger?

The main struggle of London for me is the in-affordability of everything, renting a studio or a home is almost impossible. Sometimes I don't know if it makes me stronger, I think it makes me despair. But not being able to access things easily makes you more resourceful and ends up making me network more. Another struggle is the closing nightlife, and early closing hours of pubs. This is something I envy of New York.

How does London define you creatively?

In terms of designing my collections, London affects me in so many ways. From thinking about the distinctive style of school days, to how people are dressed on the tube. I also think London's attitude comes through in my work.

Sherelle

People say London is difficult to love, do you agree or disagree?

London isn't difficult to love. The city itself is quite hard to live in but I think you also have to remember that a lot of people are just working really hard to get to where they need to get to and achieve their dreams. London is actually a really easy place to fall in love with.

What do you love most about London?

London in the summer. The best place in the world. We're always rushing a round and, in the winter, it's brutal.

Pick three words that describe London

Beautiful, captivating & stressful

Stavros Karelis

People say London is difficult to love, do you agree or disagree?

No not at all, I think London is an easy place to love. It's so much more exciting as a city compared to any other city in the world. There's so much newness and I think it's a city that people naturally fall in love with

What's your favourite thing about London?

The diversity, openness, the multicultural environment and all these new ideas. Every time that I visit a university and talk to the soon to be graduates and see their portfolios and collections, I hear all these amazing ideas, some during London Fashion Week or London Fashion Week Men's. That's something you can't find anywhere else and I think that's so inspirational.

What's your favourite area in London?

Soho. My whole life is based in Soho. I fell in love with it the first time when I came here as a tourist and then obviously when I moved here and opened my business there. I like it because it has something from the tradition, the past but it's also very present. There are so many different incredible projects, there's so much happening, and it changes based on the culture instead of changing based on city plans and that's what I find very exciting.