

# LONDON FASHION WEEK

## 14–18 FEBRUARY 2020

### PRESS RELEASE

15<sup>TH</sup> February 2020

**THE BRITISH FASHION COUNCIL AND MTV ANNOUNCE THE  
"MUSIC MEETS FASHION COMPETITION"  
FOR THE NEXT GENERATION OF FASHION DESIGNERS,  
IN COLLABORATION WITH ICEBERG AND RIVER ISLAND**

**At London Fashion Week February 2020, fashion students from the UK & select International Design Colleges are invited to design a line inspired by MTV that merges music, fashion and sustainability**

British Fashion Council (BFC), MTV, ICEBERG and River Island today announced the launch of the 'Music Meets Fashion Competition,' at London Fashion Week February 2020. The competition will provide a unique opportunity for budding fashion design students, selected through the BFC Colleges Council network in the UK and select international design colleges in countries from Mexico to Australia, to produce catwalk and commercial pieces, inspired by music, fashion and sustainability. The winner's line will be sold later this year with global fashion retailer River Island.

Five finalists, selected by a panel of judges, will bring their MTV-inspired runway pieces to life at London Fashion Week Men's in June 2020 and be awarded £1,000 from MTV to cover the cost of samples. The ultimate winner will present their sustainable, ready-to-wear pieces at London Fashion Week in September 2020. In addition to invaluable work experience at Milan Fashion Week in September 2020 with ICEBERG, the designer's MTV-inspired commercial designs will be sold in-stores and online globally, and MTV will cover their design college tuition for one year.

The panel of judges who will choose the competition winner includes ICEBERG's Creative Director, James Long; Kerry Taylor, Executive Vice President of Youth and Entertainment, ViacomCBS Networks International; Caroline Rush, Chief Executive British Fashion Council and Naomi Dominique, Design Director from River Island.

The competition will be supported through MTV Breaks, an international MTV initiative that provides real-life opportunities to the next generation of creative talent around the world.

Taylor commented: "MTV prides itself on inspiring and elevating youth culture on a global scale. Fashion is one of the many ways fans connect with our brand. We're thrilled to partner with British Fashion Council, ICEBERG and River Island on this unique worldwide competition to provide a once-in-a-lifetime opportunity for a young designer to make their mark on the world."

Caroline Rush, CEO British Fashion Council commented, "The BFC is uniquely placed to bring the creative industries together in support of arts education and we are delighted to work with MTV to bring this competition to life with one of our own British designers, James Long. It is an invaluable chance for fashion students to think carefully of how their future brands will impact the planet and to put sustainability at the heart of their designs."

ICEBERG's creative director James Long commented, "MTV has been a huge player in popular culture since I can remember with strong visual impact, fashion and music being a major part of my creative process. MTV's culture and platform is representative of both mine and ICEBERG's brand values of diversity and inclusivity with a positive fun attitude. British Fashion Council has been an incredible support throughout my career and it's an honour to work with them and to have been asked to be both a judge and mentor."

River Island's Design Director, Naomi Dominique commented, "We're delighted to be working alongside the British Fashion Council, MTV and ICEBERG on this exciting new project. With one of the largest in-house design teams on the UK high-street and over 60 years of fashion retail experience, we are advocates of discovering and supporting future design talent and are well-placed to help guide the designers in realising their creative vision, whilst also appealing to our customer and being sympathetic to our planets resources."

**-ENDS-**

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

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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.

### **About MTV**

MTV is the world's premier youth entertainment brand and the cultural home of the millennial generation, music fans and artists, and a pioneer in creating innovative programming for young people. MTV reflects and creates pop culture with its award-winning content built around compelling storytelling, music discovery and activism across TV, online and mobile.

### **About MTV Breaks**

MTV Breaks is a pro-social platform set up to help young people break into creative industry careers. As well as offering unique opportunities to work for MTV and attend some of the brand's biggest global music events, its content gives young people access to expert advice by industry insiders. MTV Breaks encourages its followers to dream big, but also aims to give them the knowledge, tools and experience to make those dreams a reality.

### **About ICEBERG**

ICEBERG is the vision of Giuliana Marchini Gerani and her husband Silvano launched in Italy in 1974. ICEBERG are original innovators and rule-breakers in both product and marketing with the brand revolutionising and introducing the concept of luxury sportswear. James Long, after completing the prestigious RCA MA and setting up his own men's and womenswear line, has been Creative Director since 2016 designing Men's, Women's and the made in Italy Capsule collections marrying his own distinctive London style with the heritage and joyful signatures of ICEBERG and everything the brand stands for in Italy.

### **About River Island**

With over 60 years of fashion retailing experience and 350 stores across the UK, Ireland and internationally, River Island is one of the best-known and loved brands on the UK High Street.

Renowned for its stylish, affordable and unique fashion offering spanning womenswear, menswear and kidswear, River Island boasts one of the largest design teams on the High Street, with almost all of its products designed in-house

Proudly supporting a growing list of charities and organisations, River Island builds long-term and fair relationships with suppliers, people and the communities in which we operate, whilst striving to be mindful of the planet's limited resources, using renewable energy sources, reduced packaging and recycled and biodegradable materials wherever possible.

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## **BFC Colleges Council Member Universities**

Arts University Bournemouth	Middlesex University
Bath Spa University	Norwich University of the Arts
Birmingham City University	Nottingham Trent University
Bucks New University, Buckinghamshire	Ravensbourne
Cardiff Metropolitan University	Royal College of Art, London
Central Saint Martins, London	Sheffield Hallam University
Coleg Sir Gar, Wales	University for the Creative Arts Epsom
De Montfort University, Leicester	University for the Creative Arts Rochester
Edinburgh College of Art	University of Brighton
Falmouth University, Cornwall	University Hertfordshire
Gray's School of Art, Scotland	University of Huddersfield
Kingston University, London	University of Leeds
Leeds Art University, Leeds	University of Salford
London College of Fashion, London	University of South Wales
Manchester Metropolitan University (Manchester Fashion Institute)	University of Westminster, London
Manchester Metropolitan University (Manchester School of Art)	UWE Bristol
	Winchester School of Art

We have also invited select International Design Universities from USA, Mexico & Australia