

BRITISH FASHION COUNCIL

PRESS RELEASE

Thursday 14th March 2019

THE BRITISH FASHION COUNCIL IN SHANGHAI

The British Fashion Council is delighted to launch a showcase of British brands during Shanghai Fashion Week March 2019 and to host a series of events with key industry partners to celebrate British design talent in market. The project is part of the British Fashion Council's China Partnerships Strategy, launched last September in Shanghai with Ambassadorial President David Beckham, which aims to solidify the organisation's commitment to making access to the Chinese market easier for British designer businesses by supporting talent through networking, content and access partnerships and business support.

Roksanda and **Peter Pilotto** will be spearheading the trip with the launch of a standalone showroom within Chinese fashion trade show *Ontimeshow* from Thursday 28th to Sunday 31st March. The trip will support the brands' business development in-market and the designers will have the opportunity to meet not only with key retailers from China and the wider Asian region but also media, stylists, key opinion leaders, creative industry influencers and high-net worth individuals.

The British Fashion Council's aim is also to leverage presence and opportunities within the Chinese market more broadly in order to ensure the longevity of the organisation's work for the British fashion industry within the region. The legacy from the March 2019 activation is to pave the way to involving a larger number of designers with the support of new and existing commercial partners. The British Fashion Council will also celebrate British designer businesses that are already in market with an event on Friday 29th March at The

Middle House. British-based designer businesses in Shanghai hosting catwalk shows include Jamie Wei Huang, Minki, Xu Zhi and Jenny Packham who will close the official Shanghai Fashion Week calendar while ASAI, DANSHAN, Feng Chen Wang, Gayeon Lee, Linda Farrow, Marta Jakubowski, Teatum Jones and Xiao Li will all be part of showrooms or events.

Caroline Rush, CEO British Fashion Council commented: *"China has always been an important part of our strategy. Last year we relaunched our China Partnerships Strategy as there is an increasing appetite from British brands to have a presence in market and vice versa. We are delighted to collaborate with Ontimeshow to bring Roksanda and Peter Pilotto, two hero brands of LFW to Shanghai. We hope this is only the beginning of a long-term partnership which will benefit British fashion brands and help them penetrate the Chinese market."*

Yeli Gu, Founder Ontimeshow said: *"We are very honored to cooperate with the British Fashion Council to provide British designers with personalised display space and quality buyer resources. This is a very important step to promote the professionalism and internationalisation of Ontimeshow."*

The British Fashion Council would like to thank the Department for International Trade for their support towards this activation.

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British Fashion Council in Shanghai

Ontimeshow

Thursday 28th to Sunday 31st March, 10am – 6pm

B3 Building, Shanghai Westbund Art Center

2555 Longteng Road, Xuhui District, Shanghai

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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 harnesses the collective knowledge of the industry to support growth of the sector, including helping British designer businesses develop their profiles and businesses globally and promote British fashion and its influential role in Britain and London. The BFC Colleges Council offers support to students through the BFC Education Foundation Scholarships, links with industry through design competitions and Graduate Preview Day. Business support is at the heart of talent development, with charitable grants awarded through charitable initiatives BFC/Vogue Designer Fashion Fund, BFC/GQ Designer Menswear Fund, BFC Fashion Trust and NEWGEN. The BFC owns and runs global fashion events including London Fashion Week, London Fashion Week Men's, LONDON show ROOMS, London Fashion Week Festival and the annual celebration of creativity and innovation in the fashion industry: The Fashion Awards.

Ontimeshow was founded in 2014 and is held twice a year to coincide with Shanghai Fashion Week. More than a fashion commerce platform, Ontimeshow is a business hub which allows industry professionals to connect with the most creative and innovative designers allowing them to reach untapped markets. The 10th edition of Ontimeshow will include six exhibition halls, 400 designer brands and an industry forum which will bring together leading voices to discuss business and the development of designer brands in the Chinese market.

Peter Pilotto and Christopher De Vos are the international design duo behind the Peter Pilotto brand. Peter, half Austrian, half Italian and Christopher, half Belgian, half Peruvian, met whilst studying at Antwerp's Royal Academy of Fine Arts. Combining their multi-cultural heritage, the brand was launched in London in 2007. Peter and Christopher's ability to create sculptural yet elegant silhouettes, mixing colour, print and texture has put them at the forefront of luxury design. Unique fabric innovations are the starting point of every collection, giving a cutting-edge twist to century old techniques such as fil-coupé jacquard, broderie anglaise and knitwear. The ability to link art and fashion comes naturally to the duo, which has led to an expansion into the realm of furniture, interior design and beyond.

Roksanda Ilincic is one of the most recognisable fashion designers in London, where she has built a burgeoning business as one of the city's foremost luxury designers. The reputation of her multiple-award-winning design house, ROKSANDA, extends across the globe, with its four annual ready-to-wear and accessories collections. Originally from Serbia, Roksanda studied architecture and applied arts at the University of Belgrade, a period that proved crucial in opening her up to the possibilities of modernist design. Upon graduating, Roksanda furthered her education and cemented her direction into fashion by enrolling on the fashion MA at Central St Martin's, under the tutorage of the great, late Louise Wilson. In over a decade since launching her label, she has evolved an unmistakable woman centred design aesthetic. The brand is currently stocked in over 90 stores and in some of the most prestigious luxury retailers around the globe. Notable nominations include 'Womenswear Designer Of The Year' and "Red Carpet Designer of the Year" at the Fashion Awards for three consecutive years running, and Business woman of the year at the Harper's Bazaar Women of The Year Awards. In 2014, Roksanda opened her first dedicated retail space at 9 Mount Street in Mayfair, London. Sophisticated and feminine yet playful and effortless, her iconic collections are instantly recognisable to the burgeoning community of international women who enjoy them for their contemporary, distinct impact and enduring appeal.