

# B R I T I S H F A S H I O N C O U N C I L

## PRESS RELEASE

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### **British Fashion Council launches 'Business of Retail' partnership with a new Designer Pop-up at Bicester Village**

The British Fashion Council (BFC) is to open the BFC Designer Pop-up at Bicester Village on 1<sup>st</sup> November 2018, as part of a new two-year partnership with The Bicester Village Shopping Collection.

The 'Business of Retail' partnership kicks off with the launch of an exclusive boutique showcasing a unique edit of Britain's most exciting fashion brands, including **Christopher Kane, Emilia Wickstead, Eudon Choi, Holly Fulton, Marques'Almeida, Mother of Pearl, Nicholas Kirkwood, Palmer Harding, Perfect Moment, Peter Pilotto, Roksanda, Sharon Wauchob, TEIJA and Teatum Jones** – the latter, a recipient of The Bicester Village Shopping Collection's bespoke Business Development Award.

**Caroline Rush, Chief Executive British Fashion Council**, said: "*We are delighted to launch the BFC's new Designer Pop-Up in partnership with Bicester Village, which will include some of the most exciting and creative British brands. We are thrilled to be working with Desirée Bollier and her team on a partnership that will not only allow the designers to benefit from the company's strong commercial expertise, but also to gain essential business skills to pair with their strong design experience.*"

The partnership between the BFC and The Bicester Village Shopping Collection aims to collectively support British designers through a tailored programme of business mentorship and commercial opportunity and is offered to a group of alumni from the BFC's owned initiatives and charities, including the BFC/Vogue Designer Fashion Fund and the BFC Fashion Trust, together with a selection of established British brands. The programme will give these designers a new retail landscape, business development expertise and global exposure, assisting them in taking the crucial steps to establishing themselves on the global stage.

**Desirée Bollier, Chief Merchant and Chair of The Bicester Village Shopping Collection**, commented: "*The pool of design talent here in the UK is extraordinary. By working together with the British Fashion Council, it is our ambition to champion this creativity and arm designers with the skills and tools needed to build sustained commercial success. This Designer Pop-up coupled with our 'Business of Retail' development programme represents our commitment to great British design and to the future of the British fashion industry as a powerful engine of economic growth.*"

For just 11 days, visitors to Bicester Village will have the unprecedented opportunity to discover these emerging brands in addition to already established leading British and international fashion and lifestyle brands, including Oscar de la Renta, Anya Hindmarch and Temperley London, Roland Mouret and Tory Burch, Marni and Mulberry, Smythson and The White Company, Golden Goose, Rapha and Belstaff, and the newly opened Tate store and Café Wolseley. The Village is the founding member of The Bicester Village

Shopping Collection, which comprises nine high-end shopping destinations across Europe and two in China, including the newly expanded Shanghai Village.

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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 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.

#### **ABOUT BICESTER VILLAGE**

Located in Oxfordshire, just 46 minutes by train from London Marylebone, Bicester Village is home to more than 160 boutiques from leading British and international fashion and lifestyle brands, with year-round savings of up to 60% on the recommended retail price. The Village's exceptional dining offering includes the recently opened Café Wolseley, from the same group as London favourite The Wolseley. It also hosts an ever-evolving programme of art, music and retail theatre as a result of partnerships with the likes of Tate, among others. Bicester Village is a member of The Bicester Village Shopping Collection, which unifies 11 distinctive destinations across Western Europe and China, each within reach of many of the world's most important gateway cities: London, Paris, Shanghai, Milan, Dublin, Barcelona, Madrid, Brussels, Antwerp, Cologne, Düsseldorf, Munich, Frankfurt and Suzhou. The Collection, by Value Retail, is unique in its unprecedented brand mix, beautiful settings, cultural richness, and remarkable service and savings. Discover more at [BicesterVillage.com](http://BicesterVillage.com) and [TheBicesterVillageShoppingCollection.com](http://TheBicesterVillageShoppingCollection.com)