



## PROPOSAL CONTEXT

The British Fashion Council (BFC) is a not-for-profit organisation that aims to strengthen British fashion in the global economy as a leader in responsible, creative businesses. It does this through championing diversity, building and inviting the industry to actively participate in a network to accelerate a successful circular fashion economy.

London is the global fashion capital known for creativity, innovation and business. London Fashion Week (LFW) has consistently showcased some of the world's most innovative emerging designers and established international brands, underpinning the capital's reputation as the global home of fashion, creativity and business. Fashion plays an important role in the fabric of London and we are proud to be innovators and creative disruptors in our industry. We fly the flag for British fashion internationally and build on London's reputation as the most influential stage for fashion.

The BFC encourages a culture which empowers, values, nurtures, supports and rewards its employees and promotes a positive environment with a focus on team collaboration and open communication. The BFC is committed to being an Equal Opportunities Employer. Diversity, Equality and Inclusion. They're more than just words. We are inclusive. We celebrate and champion multiple approaches and points of view.

We believe diversity drives innovation. So together we're building a culture where difference is valued. Our commitment to inclusion across race, gender, age, religion, identity, ability and experience drives us forward every day internally and externally. Everyone is welcome. As an inclusive workplace the BFC encourages our employees to bring their true self to work and we commit to develop your skills and advance your careers in a culture of creativity. Read our full Diversity and Inclusion policy [here](#).

We are seeking a web development team that can help us maintain and improve the London Fashion Week website for its multiple audiences.

## LONDON FASHION WEEK

London has the reputation of being one of the leading fashion capitals in the world. LFW is a trade-focused event that primarily attracts international press, buyers and key opinion formers from over 60 countries. LFW also attracts a global consumer audience through content and increasingly through attendance to events.

London Fashion Week is the world's most influential stage for fashion and lifestyle, known for excellence. It encapsulates a luxurious high-end perspective and experience, alongside the creativity and emerging talent element. LFW is a diverse celebration of fashion, music, art and London culture. It is the city to discover and explore talent and creativity.

From February 2021, Clearpay are the Principal Partner of London Fashion Week. This new two-year partnership will champion British fashion, support the UK retail industry, and give consumers more access to the designers and brands they love.

Known for its exceptional creative talent, from young designers to global luxury brands, London Fashion Week will work with Clearpay, a leader in responsible "Buy Now, Pay Later" payments to enable growth for the British fashion industry. Seamless integration of Clearpay across all creative campaigns surrounding London Fashion Week are vital to the success of the partnership and the creative itself.

In 2020, the BFC launched the [Institute for Positive Fashion](#), our mission is to achieve a more sustainable fashion industry achieved through global collaboration and local action. With this in mind, we are looking to reduce the impact our events have on the environment so this must be considered as part of your tender. Please use sustainable practices and suppliers.

## LONDON FASHION WEEK – CONSUMER AUDIENCE

London Fashion Week is one of the four major fashion weeks globally and was the first to invite the public. The audience is aligned with a fashion industry aware consumer. The LFW Platform is open source, enabling broader access than ever before.

Consumers can experience LFW through various digital channels such as the London Fashion Week platform (live streaming, videos, webinars etc), social media and also through the activity that takes place throughout the city and more broadly throughout the UK. With this comes the challenge of ensuring that the specific audiences of trade and consumer are able to navigate the site easily receiving relevant experiences which feel like it is made for them.

## PROJECT SUMMARY

- To maintain the existing LFW platform, developing it when required

- Ensure longevity as events move from purely digital to a hybrid state accommodating both a digital and physical experience
- Continually reviewing UX to ensure that all audiences are able to navigate the site easily
- Explore and suggest regular technical and design focused updates, considering how to optimise UX and UI
- To ensure the site is at the forefront of digital innovation and position London Fashion Week as a global leader in the space
- Improve and elevate the site each season based on data lead insights
- The site is evergreen and as such we require support throughout the year as well as during event live times. In light of the current climate, the approach needs to be flexible and agile

## OUR AUDIENCE

The make-up of our audience is varied and multidisciplinary. Some key groups consist of:

- Designers
- Consumers
- Media & Press
- Retailers & Buyers
- Sponsors & Partners
- Patrons
- The Fashion Industry
- BFC Network

Your proposal should demonstrate an understanding of these groups and their respective needs against each event. It should be mindful that our audience are visually elite and typically characterised by an understanding of the creative spheres. It's important that the execution of our digital presence reflects this.

## SOME OF THE KEY PROBLEMS WE FACE

- Elevating the digital experience for those who cannot experience London Fashion Week physically
- Bringing the consumer to the heart of London Fashion Week
- Growth opportunities with audiences in US, China, South Korea, Japan
- User journeys for both industry and consumer audiences for LFW
- Leveraging our audience outside of specific event periods
- Ensuring ROI is considered for all designers through both e-commerce and wholesale opportunities

## PROJECT AMBITION

The digital platform [londonfashionweek.co.uk](https://londonfashionweek.co.uk) aims to enable growth for designers and is for both trade and consumer audiences; embracing the cultural commentary and creativity for which British fashion and London are known for. The site is curated and the content is updated frequently throughout the year to ensure it is relevant and engaging.

Bringing the fashion community together, the platform hosts exclusive multimedia content from designers, creatives, brand partners, media and retailers enabling collaboration and bringing together fashion, culture and technology. This digital experience is open to a global audience, offering interviews, podcasts, designer diaries, webinars and digital showrooms, giving the opportunity to designers to generate sales for both the public through existing collections and the retailers through orders for next season's products.

## KEY PRINCIPLES

### CREATIVITY, BUSINESS & INNOVATION

The platform should have aspirations to be as progressive as our organisation and the designers we represent, delivering a best-in-class execution.

### DISCOVERY

Our mission is to inform, educate and inspire.

### POSITIVE FASHION

Positive Fashion is integral to all aspects of our activity, and consists of three key pillars; Environment, People, Craftsmanship & Community.

### DESIGNERS

The British Fashion Council exists as a global platform for British designers. They should be front and centre of the work that we do.

### DIGITAL

LFW should be at the forefront of technological innovations to engage audiences and provide new and effective methods for interaction regardless of geography.

## YOUR PROPOSAL SHOULD DEMONSTRATE

- An understanding of the purpose of LFW and the different audiences that the event speaks to
- How the platform can stand out against the other key Fashion Weeks in the world and be a global leader
- An understanding of the British Fashion Council and what we do, celebrated through the framework of LFW
- How to be representative of the huge scope of designers in London from the emerging to the established, from contemporary to classic
- Meaningful consideration of the KPIs across all events, including user journey and digital interaction
- How the platform can be developed season on season and build brand equity and make the experience better every time
- How the platform performs in between live events as an always on discovery platform
- Seamless integration of headline partner across the LFW platform
- Training and content management guides for all back end users (BFC team, partners and designers)

## PROJECT TIMELINE

First Response deadline: 2pm Thursday 1st April 2021

Initial Pitches: W/C Monday 5th April 2021

## KEY DATES

London Fashion Week 12th - 14th June 2021

London Fashion Week 17th - 21st September 2021

London Fashion Week 18th - 22nd February 2022

London Fashion Week September 2022

London Fashion Week February 2023

## BUDGET

Estimated budget £50,000 - £75,000 to cover six events across two years. This fee is an estimate to cover retainer costs and standard deliverables but would be subject to discussion and agreement of monthly invoice scheduling.

Any additional development would need to be scoped and taken to board for approval, we estimate £25,000 - £50,000 per year to improve the platform.

Requirements and dates may be subject to change.

Additionally, all employees working on the project, including interns, must be paid National Minimum Wage.

## TENDER PROCESS

Please submit a short tender response to the above brief. Submissions should be kept concise but should include the following:

- Your initial response to the brief
- Overview of company and why you are best suited to the project
- Overview of team and resources
- Examples of previous relevant work
- Budget overview, including pricing structures should our requirements change and an estimate of development costs

The procurement of this contract and invitation to pitch will be via a one-stage invitation to tender process (with no pre-qualification questionnaire stage). However, tenders received will be tested against minimum essential selection criteria on a pass or fail basis. Those that pass will then be scored against the award criteria set out below.

The selection will be based on:

- Examples/testimonials from previous work
- Previous experience in and understanding of the fashion industry

Tenders that pass the selection process will then be considered against the following award criteria:

| Award criteria   | Maximum score | Weighting   |
|--|---------------|-------------|
| Your understanding of the aims of the brief, overall quality of response and creative examples | 5             | 40%         |
| Value for money – please submit a concise budget   | 5             | 30%         |
| Your capabilities to deliver on this brief, including staffing                                 | 5             | 30%         |
| <b>Total score</b>   | <b>15</b>     | <b>100%</b> |

Weighting: 1 = Poor 5 = Excellent

All tender submissions must be received by 2pm Thursday 1st April 2021. Responses received after this deadline will not be accepted.

We often receive several tenders just before the deadline; we recommend that you submit your response an hour beforehand, to give us time to check it and alert you of any technical problems with files.

Responses should be emailed to [stephanie.harrison@britishfashioncouncil.com](mailto:stephanie.harrison@britishfashioncouncil.com).

A shortlist of the highest scoring tenders will be invited to pitch. Interviews will take place during w/c Monday 5th April 2021.

Please note that in order to maintain fairness in the tendering procedure we are unable to answer any questions relating to this ITT.

## ADDITIONAL INFORMATION

The British Fashion Council has been awarded funding through the European Regional Development Fund to support promoting London's creative fashion design talent to key international audiences.

ERDF funding is being used to support London Fashion Week biannual showcases of brands and businesses to support them to increase their international sales. Further information can be found at [www.londonfashionweek.co.uk](http://www.londonfashionweek.co.uk)

The BFC aims to ensure that the purchase of goods/services/works using public (ERDF) funds is fair, open, transparent, objective and non-discriminatory, in order that taxpayers' money is utilised properly. Opening opportunities to competition promotes efficiency and effectiveness in the use of public funds, whilst ensuring that value for money is achieved not just by looking at price, but also other criteria such as quality and innovation.

The process applied to the award of this contract will:

- Include processes to manage potential conflicts of interest
- Impartially assess each tender against the criteria outlined in this invitation to tender
- Select the winning bidder on merit and in accordance with the procedure laid down at the outset
- Provide feedback to all bidders on the outcome of the process
- In accordance with best practice, ensure a standstill period before issuing contracts

All complaints will be handled in a fair and transparent manner, in accordance with the BFC's Complaints Policy.

Tenderers should note that their responses will be retained and may be inspected under audit by officers from ERDF and DCLG.