We Inspire
We Nurture
We Facilitate
We Lead
We Unite
We Enhance
We Negotiate
We Celebrate
We Evolve
OVERVIEW
I am so proud to have taken on the role as Chairman of the British Fashion Council (BFC) at this incredible time for the British fashion industry. We have put in place a vision for the British fashion industry that will build on its global reputation for creativity by focusing on five key deliverables:

— That the designer sector will have at its heart significantly more robust and profitable businesses
— That these businesses will attract and secure investment for growth
— That as a country and sector we will lead in digital and embrace technology to find new and more efficient ways to engage with a global industry
— That we will inspire and support talented future generations to work in the industry through education
— That we will protect and grow London and Britain’s reputation for creativity, flair and business

We have created a five pillar strategy to set us on course over the next three years to achieve these significant goals. We have called on our patrons, partners, leaders in both fashion and other industries to work with us, share their knowledge, experience and expertise to be part of this opportunity to effect real change. We are thrilled that so many of them have answered this call.

We are starting from solid foundations. Undoubtedly we have incredible design talent and alongside this Britain has the best editors, stylists, photographers, make-up artists, hair stylists, creative directors, PRs and business leaders who contribute to our reputation and set trends for the industry globally.

Last year was one of celebration and a unique year for London and for fashion. We specifically chose 2012 to launch London Collections: Men (LC:M) and appointed Dylan Jones as the event’s Chair. With his support and that of his committee we have rapidly grown an event recognised globally as a showcase for both UK and international brands – it is testament to Dylan’s hard work that LC:M is already an established and vital part of the global fashion calendar.

2012 was also London’s Olympic year and the British Fashion Council supported the industry in playing a key role in the London 2012 Cultural Olympiad Festival through two projects; “Hatwalk” and “Britain Creates 2012: Fashion & Art Collaboration”. These met the challenge set by Ruth MacKenzie CBE, Director of the London 2012 Cultural Olympiad and the Mayor of London, Boris Johnson, to create a year of extraordinary firsts. This culminated in fashion’s participation in The London 2012 Olympic Opening and Closing Ceremonies. The Ceremonies’ creative teams ensured the best of our emerging talent was showcased in the Opening Ceremony, whilst in the Closing Ceremony iconic British designers and supermodels showcased British fashion’s best to the largest catwalk audience in the world.

That is some year to follow! But I know that we can. I would like to thank Harold Tillman CBE for his time as Chairman and for leaving the British Fashion Council in such great shape. I would like to thank the BFC patrons, corporate partners & commercial sponsors, as well as Mayor of London, UK Trade and Investment (UKTI) and European Regional Development Fund (ERDF) for their continued support. I would also like to take this opportunity to thank our Ambassadors, especially Samantha Cameron and Sarah Mower MBE, for being such devoted supporters of the fashion industry. And thank you all who volunteer your time to support and mentor our fantastic designer businesses.

Finally, I would like to thank the team at the British Fashion Council, especially our Chief Executive, Caroline Rush; Chief Operating Officer, Simon Ward; Treasurer, Chris Inman OBE and non-executive director, Anya Hindmarch MBE for their time and support in guiding the organisation as it grows and faces exciting new challenges.

British fashion has taken its rightful place on the global stage. It is our role at the British Fashion Council to champion our industry, shout loud about it and be proud of everything we can achieve together.

Thank you.

Natalie Massenet MBE
OUR AIM

Our three year ambition is to strategically reposition British fashion in the global fashion economy.

We have identified five pillars through which we will focus our energy and the support so generously provided by organisations, individuals and global influencers from other sectors.

PILLAR PRESIDENTS

Each of the five strategic pillars will be appointed a President who, along with the British Fashion Council (BFC) Senior Management Team, will drive forward each element of the three year strategy.

FIVE STRATEGIC PILLARS

Business

We will focus our mentoring programmes and create new opportunities to support more businesses. We will develop an online portal to create open access to business support information and seminars.

Reputation

We will increase the international profile of British fashion and British Fashion Council led events, working with strategic partners globally to champion British fashion. We aim for our event experiences and content to exceed all expectations, to attract new audiences and further develop our reputation for professionalism and creativity.

Education

We aim to attract talented young people into the industry, both through further education scholarships and vocational routes to learn much needed skills. Business education is a new strand to this strategy, working with business colleges to attract future fashion business leaders.

Innovation & Digital

We want British businesses to follow in the footsteps of its brands and lead in innovation and digital. We will support more businesses to get online, to launch new technology and to look at using technology to support businesses to be more efficient.

Investment

We aim to attract more investors into the sector, establish early stage investment vehicles underpinned by philanthropy and prepare designer businesses to be investor ready.

FIVE PILLARS OF GROWTH

- Business
- Reputation
- Education
- Innovation & Digital
- Investment
FUNDING

The British Fashion Council (BFC) is funded by industry patrons and commercial partners. It has received grant support from the Mayor of London to enable it to strengthen the content and international profile of London Fashion Week (LFW) and the profile and impact of London’s designers.

Funding from UK Trade and Investment (UKTI) supports specific initiatives that directly deliver increased opportunities for British businesses to grow. Since July 2011, the European Regional Development Fund (ERDF) Programme 2007–2013 has supported LONDON show ROOMS, London Collections: Men, the BFC’s business support seminars and digital showcasing.

The BFC prides itself in developing long term partnerships with commercial partners for its events and initiatives, delivering both opportunities for designers and partners alike.

The BFC thanks all of its patrons, partners and sponsors who have helped make the recent growth and profile of the designer sector possible. LFW now draws more influential audiences from fashion media and designer fashion retailers to the capital than ever before to see British designer businesses. Media coverage of LFW exceeds £130m each season demonstrating the global reach of the event and its role in promoting British creativity and London as a creative capital.

PATRONS & CORPORATE PARTNERS

American Express
Arcadia Group
Aurora Fashions
Bicester Village
Burberry
Condé Nast Publishing
Debenhams
GAP
Harrods
Hearst Magazines UK
HSBC
House of Fraser
ISSA London
Jaeger
John Lewis Partnership
Labelux Group
LF Europe
Marks & Spencer
Mayo London
Mulberry
Next
Radley & Co
River Island
Selfridges
Tesco
The Net-a-Porter Group

BUSINESS & CULTURAL AMBASSADORS

Samantha Cameron
BFC Ambassador
Sarah Mower MBE
Ambassador for Emerging Talent
Alison Edmond
LA Ambassador
Alexa Chung
Style Ambassador
Laura Bailey
Cultural Ambassador
Poppy Delevingne
Young Ambassador

PRESS COMMITTEE

Alexandra Shulman OBE
Vogue UK
Alexandra Fullerton
Stylist
Carola Long
Financial Times
Dylan Jones
GQ

Gianluca Longo
Freelance Writer
Holly Shackleton
i-D
Iain R Webb
Freelance Writer
Justine Picardie
Harper’s Bazaar
Jess Cartner–Morley
The Guardian
Karen Darce
The Evening Standard
Laura Craik
The Times
Lisa Armstrong
The Daily Telegraph
Lorraine Candy
ELLE
Lucy Yeomans
Net-a-Porter
Nicola Mowbray
Daily Mail
Samantha Conti
WWD
Sarah Mower MBE
US Vogue
Sophia Neophitou–Apostolou
10 Magazine
Susannah Frankel
Grazia
Terry Jones
i-D
Tiffanie Darke
Sunday Times Style
An Executive Board was established in 2009 with the appointment of the organisation’s first full-time management team. The Executive Board briefs the industry advisory board quarterly on strategy, achievements and challenges.

The advisory board comprises BFC committee chairs, representatives from education, industry patrons and corporate partners who give freely of their time and expertise to help develop a focused programme of promotion and support for leading British designer businesses.

2012/13 Advisory Board

Anne Tyrrell Designs
Anne Tyrrell MBE
Managing Director
Anne Tyrrell MBE
Managing Director

Aurora
Mike Shearwood
CEO

Bally UK for Labelux Group
Victoria Hennessey
Vice President Consumer Marketing

British Fashion Council
Sarah Mower MBE
Ambassador for Emerging Talent

Burberry
Sarah Manley
Chief Marketing Officer

Central Saint Martins
Louise Wilson OBE
MA Course Director

Hilary Alexander
Debenhams
Suzanne Harlow
Group Trading Director

GAP
Fiona Collins
Senior Director

Harper’s Bazaar
Justine Piccardie
Editor

Harrods
Marigay McKee
Chief Merchant

Hearst Magazines UK
Meribeth Parker
Group Publishing Director – Luxury Group

House of Fraser
Allan Winstanley
Executive Director

HSBC
Carol Bagnald
Regional Director

ISSA London
Camilla Payed
Chairwoman

John Lewis Partnership
Peter Ruis
Director of Buying for Fashion

Lambilione
Dow Famulak
President

London College of Fashion
Frances Corner OBE
Head of College

London Evening Standard
Maurice Mullen
Head of Fashion & Luxury Goods

Marks & Spencer
Tania Littlehailes
Head of Product PR

Matthew Williamson
Joseph Velosa
Chief Executive

Mayor of London
Justine Simons
Head of Culture Strategy

Mulberry
Vanessa Lunt
Communications Director

Radley & Co.
Lorraine Pringle
Brand Director

River Island
Josie Roscop
Head of Marketing

Royal College of Art
Wendy Dagworthy OBE
Head of School

Selfridges
Sophie Hedley
Head of PR

Tesco Clothing
Jason Tarry
CEO Clothing

The Daily Telegraph
Lisa Armstrong
Fashion Director

TOPSHOP
Mary Homer
Managing Director

Value Retail
Tamara Benjamin
Head of Corporate PR & Communications

Vogue
Stephen Quinn
Publishing Director

Alexandra Shulman OBE
Editor

Executive Board

Natalie Massenet MBE
Chairman (From January 2012)

Caroline Rush
Chief Executive

Simon Ward
Chief Operating Officer

Anya Hindmarch MBE
Non-Executive Director

Christopher Inman OBE
Treasurer

Harold Tillman CBE
Chairman (Until December 2012)
## 2012–2013 EVENTS CALENDAR

### April 2012
- Colleges Council & Mulberry design competition winner announced (Jousianne Propp)
- BFC Pattern Cutting Seminar
- The first London Collections: Men schedule announced

### May 2012
- Launch of the Oxford Street ‘GREAT British Fashion Flags’
- Graduate Preview Day
- Nicole Farhi graduate competition winner announced (Joseph McGee)
- Opening of the V&A Ballgowns exhibition
- The launch of the first British Designers’ Collective for menswear at Bicester Village
- NEWGEN Men winners for SS11 announced

### June 2012
- Launch of the Fash/On Film mentoring scheme
- London Collections: Men
- NEWGEN winners SS13 announced
- Royal Ascot – Headonism
- Britain Creates 2012 Gala
- Britain Creates 2012 Artworks go into Selfridges Windows
- LONDON show ROOMS MENS SS13, Paris

### July 2012
- V&A Britain Creates 2012 exhibition opening reception
- Port Eliot Festival
- eBay Fashion sponsorship of Fashion Forward announced
- The London 2012 Olympic Opening Ceremony
- Hatwalk launched with the Mayor of London, Grazia and BT

### August 2012
- Evening of British fashion at Harvey Nichols
- Rock Vault Dozen announcement
- The London 2012 Olympic Closing Ceremony
- Warehouse Design competition winners announced

### September 2012
- British Fashion Awards nominees announced
- British Style Award 2012 launched to the public to vote
- Natalie Massenet MBE appointed Chairman of the British Fashion Council from 1st January 2013
- Estethica designers showcasing at LFWM SS13 announced
- Estethica/Veolia Re-Source competition announced
- The Green Cut initiative is launched through the Green Carpet Challenge
- London Fashion Week SS13
- Vodafone London Fashion Weekend
- LONDON show ROOMS Womens SS13, Paris

### October 2012
- NEWGEN Men AW13 winners announced
- Sustainable City Awards (Sustainable Fashion Category) announced, sponsored by the BFC
- LONDON show ROOMS SS13, LA
- Princess of Wales Charitable Trust MA Scholarship winners announced
- Fashion Forward Men AW13 winners announced

### November 2012
- LONDON show ROOMS SS13, Hong Kong
- Outstanding Achievement Award for BFA 2012 announced as Manolo Blahnik CBE
- British Fashion Awards 2012

### December 2012
- NEWGEN AW13 winners announced
- Shortlist announced for the BFC/Vogue Designer Fashion Fund 2013
- Farfetch.com and LONDON show ROOMS sponsorship partnership announced
- Manolo Blahnik LFW creative for AW13 collaboration announced
- Colleges Council & Chloé competition winner announced

### January 2013
- London Collections: Men
- Fashion Forward winners announced
- Nicholas Kirkwood announced as BFC/Vogue Designer Fashion Fund 2013 Winner
- Rock Vault designers announced for London Fashion Week

### February 2013
- Headonism announces milliners who will be showcasing at London Fashion Week
- The International Fashion Showcase
- Estethica/Veolia Re-Source competition collection launched
- London Fashion Week AW13
- Vodafone London Fashion Weekend
- London Collections: Men dates announced for June 2013 (16th – 18th June 2013)
- LONDON show ROOMS AW13, Paris

### March 2013
- Private view of LONDON show ROOMS AW13, Paris
HAT WALK
Lord Nelson in Trafalgar Square by Lock & Co Hatters
July 2012

LFM FEBRUARY 2013
Christopher Kane, Christopher Bailey MBE (Burberry), Caroline Rush (BFC), Natalie Massenet MBE (BFC), Anya Hindmarch MBE, Jonathan Saunders & Sir Paul Smith
BFC ANNUAL REVIEW 2012–13

OVERVIEW

BFC/VOGUE DESIGNER FASHION FUND
Nicholas Kirkwood – 2013 Winner

MICHAEL VAN DER HAM
LFW September 2012

LFW RECEPTION, 10 DOWNING STREET
Caroline Rush (BFC), Frederick Lukoff (Stella McCartney), Samantha Cameron, Natalie Massenet MBE (BFC), Christopher Bailey MBE (Burberry)
BRITAIN CREATES 2012 GALA
June 2012
BRITAIN CREATES 2012 GALA
‘Celestial Bonnet’ by Stephen Jones & Cerith Wyn Evans
Florence Welch, June 2012

FASHION IS GREAT
Sasha Note
June 2012

RITA ORA WEARING MCG BY ALEXANDER MCQUEEN
British Fashion Awards
November 2012
BFC ANNUAL REVIEW 2012–13

LC:M RECEPTION, 10 DOWNING STREET
Natalie Massenet MBE (BFC) & Tom Ford
January 2013
All eyes were on Britain while we celebrated London 2012 and the Queen’s Diamond Jubilee in 2012.

The London 2012 Olympic and Paralympic Games were not only a celebration of sport but also a celebration of London’s creative industries. The London 2012 Cultural Olympiad was created to support this.

The London 2012 Festival was the curated part of the Cultural Olympiad, it ran from 21 June – 9 September and offered an opportunity for people across the UK to participate in a programme of events to celebrate The London 2012 Olympic and Paralympic Games.

Fashion played a key role across the games; from Stella McCartney’s team GB kit, to fashion’s part in The Opening and Closing Ceremonies and the exhibitions and celebrations throughout London at this time.
FASHION 2012

With approval from the London Organising Committee Olympic and Paralympic Games (LOCOG), the British Fashion Council created Fashion 2012, the official fashion industry platform under which the industry was able to showcase and celebrate British fashion throughout the Olympic year. Fashion 2012 was the core focus for the industry and a schedule for the major fashion events and activities throughout London’s Olympic year. The Fashion 2012 mark was used by retailers and partners throughout the Olympic year.

The Fashion 2012 objectives were to celebrate and showcase our extraordinary talent in the world of fashion; to inspire and educate young people to get involved with the industry; and to leave a legacy of future support to nurture our fashion stars of tomorrow. Launched in January 2012, the Fashion 2012 online resource objective was to promote and showcase events, exhibitions and activity surrounding fashion throughout 2012, highlighting the breadth and depth of the talent in the UK and further positioning London as the creative capital.

Highlights included:
—A series of showcases and exhibitions including two London Fashion Weeks in February and September, major exhibitions at the V&A and the LONDON show ROOMS (LSR) international showcase promoting BFC designers abroad.
—Commissioned by the Mayor of London and in partnership with BT and Grazia, Hatwalk celebrated and showcased the best in British millinery.
—A joint BFC/British Council project bringing the world’s most exciting emerging fashion designers to London for the Fashion 2012 International Fashion Showcase.
—Launch of London Collections: Men, the first dedicated menswear showcase in London which has since grown to be an integral part of the international menswear calendar.
—A collaborative educational project with adidas and the BFC’s Colleges Council.
—Britain Creates 2012: A collaborative event with the Mayor of London. The BFC/Bazaar Fashion Arts Foundation 2012 showcase which included a gala event, V&A Exhibition, Selfridges windows, products and a book.

www.fashion2012.com

HATWALK

Commissioned by the Mayor of London, in partnership with BT, Grazia Magazine, the British Fashion Council and the London 2012 Festival, Trafalgar Square’s most famous resident, Admiral Lord Nelson, received a new hat for the first time in 200 years.

Curated by world renowned British milliners, Stephen Jones OBE and Philip Treacy OBE, HATWALK brought together 21 emerging and established designers to showcase British millinery at its very best. The project celebrated London’s standing as a global capital of millinery and also emphasised the city’s important and rich heritage by bringing these illustrious but sometimes overlooked statues to life in new and exciting ways.

“You’ve got to take your hats off to London. Our city is a melting pot of creativity right at the forefront of global fashion and design. The cutting edge style and imagination of London’s millinery talent is feted worldwide, and is setting the international catwalks alight. I can’t think of a better way to celebrate the heritage of British millinery and its contribution to our fair city than by dressing our most noble statues, including our most heroic son, Nelson in creations dreamt up by our leading visionaries. In this summer like no other, we have come up with a series of spectacular surprises and once-in-a-lifetime experiences that will be popping up throughout the capital. HATWALK is just one of these, so keep your eyes peeled for what’s coming next!”

Mayor of London, Boris Johnson

The art of millinery is one of the great British crafts and has undergone resurgence in recent years as British designers, including Philip Treacy OBE and Stephen Jones OBE continue to dominate the catwalks on a global scale. This project provides a unique opportunity to showcase Britain’s contribution to millinery.
Britain Creates 2012 is an artistic project which formed part of our Fashion 2012 activity to celebrate the year of London’s hosting of the London 2012 Olympic and Paralympic Games. It created £3 million of media coverage.

The BFC/Bazaar Fashion Arts Foundation (FAF) worked with the Mayor of London, London Organising Committee Olympic and Paralympic Games (LOCOG) and a panel of influential individuals across fashion and the arts to deliver this unique cultural programme and event which formed a key part of the London 2012 Festival. Britain Creates 2012; Fashion & Art Collusion, was an artistic project, providing a unique opportunity to celebrate and strengthen the longstanding relationships between fashion designers and visual artists. Susanna Greeves, curator of Britain Creates 2012 and our working party commissioned nine works of art, each a unique collaboration between an artist and a fashion designer.

The process was fascinating with some of the UK’s greatest creative talents coming together to create some extraordinary works of art. It was interesting to see how each pair worked together to create something completely unique and there were a number of different mediums including sculpture, video and light.

The Working Committee

Funding
This project was made possible with the support of Arts Council, Harper’s Bazaar, Megha Mittal, Selfridges, Victoria & Albert Museum and Phillips de Pury.

The Fashion Arts Foundation
The BFC/Bazaar Fashion Arts Foundation aims to nurture collaborations and foster relationships between fashion, film, music and art talent. Through this strategy the BFC aims to highlight London’s position as a leading creative capital and reaffirm our fashion industry’s reputation for innovation.

registered charity number 1117719
FaSHION arTS FOUNDaTION

Selfridges
The Britain Creates 2012 installation at Selfridges ran from 31st July – 19th August to coincide with the London 2012 Festival. Each collaborative pair had to come up with a concept for installation in the wonder windows or an area in store. Visitors were able to buy the official book, which included posters of the works available to buy in the Selfridges Concept Store.

V&A Exhibition
Britain Creates 2012: Fashion & Art Collusion Friday 6th – Sunday 29th July. All pieces created for Britain Creates were on display to the public at the V&A in South Kensington throughout the London 2012 Festival at the ‘Britain Creates 2012: Fashion & Art Collusion’ exhibition.

The Fashion Arts Foundation
The BFC/Bazaar Fashion Arts Foundation aims to nurture collaborations and foster relationships between fashion, film, music and art talent. Through this strategy the BFC aims to highlight London’s position as a leading creative capital and reaffirm our fashion industry’s reputation for innovation.

Registered charity number 1147729
FASHION ARTS FOUNDATION
The British Fashion Council teamed up with The London Organising Committee of the Olympic and Paralympic Games (LOCOG) to showcase the very best of British fashion during the London 2012 Olympic Opening and Closing Ceremonies.

Over the course of a year Suttirat Larlab, Creative Director for Danny Boyle, toured the studios of British based new designer talent selecting those designers whose aesthetic fit the narrative of the London 2012 Olympic Opening Ceremony. With the advice of Sarah Mower MBE, the BFC’s Ambassador for Emerging Talent, Suttirat and her team chose three main designers to showcase through the Opening Ceremony and several others to dress individual talents and performers. The three designers were Christopher Shannon, Michael van der Ham and Nasir Mazhar.

All three of the designers are based in the East End, a stone’s throw away from the Olympic Stadium. The segment that they respectively contributed to required that they represent the present and future extraordinary influence British creatives have on the world of youth culture. In total, there were 1,200 dancers, 300 of whom were costumed by these three designers; a quarter of the dancers of the Opening Ceremony.

For the Closing Ceremony, the British Fashion Council worked with LOCOG to showcase the most iconic faces and designers in British fashion. Kim Gavin, Creative Director of the Closing Ceremony and his team worked together with the BFC, Daniel Marks (The Communications Store) and British Vogue to put British fashion at the heart of the Closing Ceremony with the ultimate British Fashion Catwalk Show – showcasing British Fashion to the largest ever global audience.

Alexandra Shulman OBE, Editor of British Vogue and Lucinda Chambers, Fashion Director of British Vogue brought together legendary British photographer Nick Knight, renowned British hairdresser Sam McKnight and award winning British make-up artist Val Garland to create “Midas Touch” – a portfolio of images of British supermodels wearing one of a kind gold outfits specially created by the best British fashion designers. These images, previewed in the September issue of British Vogue, appear as giant billboards in the Closing Ceremony. Each billboard opened to reveal the model wearing their chosen creation.

Naomi Campbell in Alexander McQueen gold metal embroidered dress with train
Kate Moss in Alexander McQueen gold sequined full-length dress
Karen Elson in Burberry gold lace evening dress
Stella Tennant in Christopher Kane metal mesh & Swarovski crystal trouser suit
Lily Cole in Erdem gold embroidered & lace cocktail dress
Jourdan Dunn in white and gold leather dress by Jonathan Saunders & Stephen Jones gold feather headdress
Georgia May Jagger in Victoria Beckham gold metal fabric cocktail dress
Lily Donaldson in Vivienne Westwood gold lace gown
David Gandy in Paul Smith gold suit & tie

BALLGOWNS

V&A celebrated the opening of the newly renovated Fashion Galleries with an exhibition of beautiful ballgowns, red carpet evening dresses and catwalk showstoppers.

Displayed over two floors, Ballgowns: British Glamour Since 1950 featured more than sixty designs created for social events such as private parties, royal balls, state occasions and opening nights. The exhibition, in association with the British Fashion Council represented over sixty years of a strong British design tradition that continues to flourish. Eveningwear from the V&A’s vast collection by designers including Victor Stiebel, Zandra Rhodes, Jonathan Saunders and Hussein Chalayan were shown alongside dresses fresh from the catwalk shows of Alexander McQueen, Giles Deacon, Erdem and Jenny Packham.
The Global Business Summit was an event hosted by The GREAT British Campaign for some of the leaders of international businesses to learn more about our great British industries while they were in London for the Olympic Games.

The event took place over several days with established industry speakers. There were two days dedicated to the creative industries.

Fashion speakers included:

—British designer Stella McCartney OBE, designer of the Team GB kit was interviewed by Sarah Mower MBE, BFC Ambassador for Emerging Talent.

—Christopher Bailey MBE, Chief Creative Officer of Burberry.

—The Duchess of Cambridge attended a celebration at the Royal Academy, dressed in Roksanda Ilincic to celebrate the British creative industries, which included key figures from within the fashion industry.

In June 2012, the British Fashion Council was asked by 10 Downing Street to help create a ‘fashion moment’ as part of the inaugural London Collections: Men.

Alexa Chung, David Gandy and a number of Savile Row tailors were part of a shoot that took place on the iconic Savile Row. This was used as a part of their international campaign.

In February 2012, the British Council and the British Fashion Council launched the annual International Fashion Showcase during London Fashion Week.

Each country’s embassy was asked to present a selection of emerging designers whom they felt best represented the future of fashion in their country.

In February, the public, together with international press and buyers, had the opportunity to explore the collections of some of the most innovative, emerging fashion designers from around the world.

This showcase was developed as part of the British Fashion Council’s Fashion 2012, to celebrate the London 2012 Olympic and Paralympic Games, and to honour its values of international respect, excellence, equality and friendship.

The 40 countries participating in the first two IFS included Argentina, Australia, Belgium, Bolivia Botswana, Caribbean, China, Croatia, Denmark, Estonia, Italy, Jamaica, Japan, Luxembourg, Netherlands, New Zealand, Nigeria, Norway, Pakistan, Panama, Philippines, Poland, Portugal, Romania, Serbia, Sierra Leone, Slovakia, Slovenia, South Korea, Sri Lanka, Sweden, Switzerland, Tanzania, Trinidad and Tobago, Uruguay, Vietnam, United States and Uzbekistan showing to date the work of 200 emerging designers.

Sarah Mower MBE, BFC Ambassador for Emerging Talent and Contributing Editor to US Vogue, is chair of the advisory panel for the International Fashion Showcase.

The winner is selected and presented with an award during London Fashion Week.

Winner February 2013 – Estonia
Award designed by Dominic Jones

Oxford Street launched a GREAT British Fashion Flag Showcase with 147 Union Jack flags including 10 dedicated fashion flags to celebrate Great British Fashion, ahead of the HM Queen’s Diamond Jubilee.

The first UK destination to kick start Jubilee celebrations; Oxford Street’s GREAT British Fashion Flag Showcase sailed high above the iconic fashion flagships, representing 147 years of fashion for the world famous high street. Organised by The New West End Company, it was seen by an excess of 12 million shoppers from more than 200 countries for six weeks as Jubilee mania took hold across the globe. The flags, 12 foot in height were the first of 500 union flags across London’s West End including Bond Street, Regent Street and Piccadilly, and was opened by Harold Tillman CBE.
**GREAT HONG KONG**

In November 2012, as part of the government’s launch of ‘CREATIVITY IS GREAT’ in Hong Kong, the British Fashion Council hosted a series of events to celebrate the breadth of British Fashion.

The LONDON show ROOMS was included along with a series of events and breakfast discussions hosted by the British Fashion Council across the week to celebrate GREAT British fashion under the title of ‘FASHION IS GREAT’.

Below is a schedule of events which took place during the five day celebration:

**Sunday 4th November**
Sian Westerman an MD of Rothschild, hosted a reception at home to welcome the BFC and LONDON show ROOMS’ designers to Hong Kong.

**Monday 5th November**
BFC GREAT British Fashion Party hosted by Jane Gottschalk, Josie Ho, Johanna Ho & Hilary Tsui to celebrate Great British Fashion at Boujis Hong Kong.

**Tuesday 6th November**
Discussion and Networking Breakfast hosted by Yana Peel, CEO of Intelligence Squared Group. Building Profits and Presence in Asia (Moderated by Joanne Ooi)

The Panel included:
- Deborah Cheng
  - Head of Marketing & Communications department and Vice President of International Business of I.T Limited
- Tom Duke
  - Senior Intellectual Property Liaison Officer in Beijing and the first United Kingdom Intellectual Property attaché to China and Hong Kong in 2011
- Dee Poon
  - CEO of China Retail at the Esquel Group
- David Ting
  - President and CEO of Globalux, New York University
- Brenda Wang
  - Founder and Managing Director of Brandsxcel
- Joanne Ooi
  - Founder and CEO of US fine jewelry ecommerce site, Plukka.com

LONDON show ROOMS Private View Hosted by Dylan Jones and Sarah Mower MBE

Great British and Chinese Menswear celebration Coco Lee & Bruce Rockowitz with Dylan Jones, Editor British GQ & Grant Pearce and Ela Wong of GQ China and Landmark Men celebrated GREAT British and Chinese Menswear at the Landmark, Mandarin Oriental.

**Wednesday 7th November**
Discussion and Networking Breakfast hosted by Yana Peel Building Profits and Presence in Asia (Moderated by Dylan Jones)

David Au
- Trinity Limited as Group Chief Marketing Officer in 2010

Federico Tan
Co-Founder and Director of Social Capital

Diana Harielita
The South China Morning Post contributing editor

Thomas Crampton
Asia-Pacific director of Sozial@Ogilvy for Ogilvy & Mather

Dylan Jones
Editor of British GQ
BRITAIN CREATES 2012 ARTWORK
‘Dissecting Waltz’ by Nicholas Kirkwood & Simon Perrison
June 2012
BRITAIN CREATES 2012 ARTWORK
‘Triumph in the face of absurdity’ by Paul Smith & Charming Baker
June 2012

BRITAIN CREATES 2012 ARTWORK
‘Arch’ by Peter Pilotto & Frances Limbichard at Selfridges
June 2012

BRITAIN CREATES 2012 ARTWORK
‘Life’ by Jonathan Saunders & Jess Flood-Paddock
June 2012
LAUNCH OF LC:M 10 DOWNING STREET, JANUARY 2013
Tom Ford, Jonathan Saunders, Loes Dachtel, Richard Jones, Dylan Jones (British GQ), The Rt. Hon David Cameron MP, Natalie Massenet MBE (BFC) and Patrick Grant (E. Tautz)

THE ENGLISH GENTLEMAN AT SPENCER HOUSE
LC:M January 2013

HARF AMIES AW13
LC:M January 2013
LFW RECEPTION, 10 DOWNING STREET
Helena Christensen
Sebastian Manes (Selfridges) & Nathalie Constanty (Le Bon Marché)

LFW RECEPTION, 10 DOWNING STREET
James Tarbuck (TONI&GUY), Maurice Mullen (London Evening Standard), Sacha Mascolo-Tarbuck (TONI&GUY) & John Luck (Glacier Vitamin Water)

LFW RECEPTION, 10 DOWNING STREET
Jeremy Langmead (Mr Porter) & Arnaud de Puyfontaine (Hearst Magazines UK)

LFW RECEPTION, 10 DOWNING STREET
Melanie Smallwood (eBay Fashion) & Brad Mills (International Palladium Board)

LFW RECEPTION, 10 DOWNING STREET
Henry Holland (House of Holland)

LFW RECEPTION, 10 DOWNING STREET
Richard Nicoll & Sophia Neophitou-Apostolou (10 Magazine)

LFW RECEPTION, 10 DOWNING STREET
Jonathan Anderson (J.W. Anderson) & Victoria Henry (By Lily)

LFW RECEPTION, 10 DOWNING STREET
Matthew Williamson & Jane Bruton (Grazia)

LFW RECEPTION, 10 DOWNING STREET
Stephen Jones OBE, Nicole Farhi CBE & Manolo Blahnik CBE

LFW RECEPTION, 10 DOWNING STREET
Yu Masui (SO-En) & Chizuru Muko (WWD Japan)

MULBERRY SS13, LFW SEPTEMBER 2012
Ronnie Cooke Newhouse (House & Holme Limited)
BFC ANNUAL REVIEW 2012–13

HOLLY FULTON SS13
LFW September 2012

LONDON SHOW ROOMS HONG KONG, NOVEMBER 2012
Peter Pilotto SS13

CELEBRATION OF GREAT BRITISH & CHINESE MENSWEAR HONG KONG, NOVEMBER 2012
Lee Roach, Shaun Samson, Aitor Throup, Agi Mdumulla (AGI&SAM), Sam Cotton (AGI&SAM),
Matthew Millia, William Richard Green, Patrick Grant (E.Tautz)

BEST OF 2012
2012 BRITISH FASHION CELEBRATION, BREW WHARF

Antonio Berardi & Kristina Blahnik
(Manolo Blahnik)

LC:M LAUNCH, ST JAMES'S PALACE
Richard Buckley & Alex Bilmes (Esquire UK)

2012 BRITISH FASHION CELEBRATION, BREW WHARF
Osman Yousefzada

LC:M LAUNCH, ST JAMES'S PALACE
Adrian Clarke (Shortlist Magazine)

LONDON COLLECTIONS: MEN, JANUARY 2013
The Hospital Club

LC:M LAUNCH, ST JAMES'S PALACE
HRH The Prince of Wales

Tom Ford & David Walliams

LC:M LAUNCH, ST JAMES'S PALACE
Dame Vivienne Westwood & Andreas Kronthaler

Natalie Massenet MBE (BFC) & Sir Philip Green (Arcadia Group)

Marigay McKee (Harrods) & Meribeth Parker (Hearst Magazines UK)

Poppy Delevingne & Laura Bailey

Jefferson Hack (Dazed & Confused) & Elizabeth Saltzman

2012 BRITISH FASHION CELEBRATION, BREW WHARF

Olivia Palermo

Jo Levin (British GQ) & David Furnish

Yasmin Le Bon, Roland Mouret & Amber Le Bon

Helen Seamons (The Observer), Simon Chilvers (The Guardian) & Jess Cartner-Morley (The Guardian)

Stephen Webster MBE, Anastasia Webster & Philip Start (Mr Start)

Barbara Wilson MBE (UK Trade & Investment) & Caroline Nodder (Drapers)
INITIATIVES
BY PILLAR
01. BUSINESS

We will focus our mentoring programmes and create new opportunities to support more businesses.

We will develop an online portal to create open access to business support information and seminars.
DESIGNER SUPPORT

The British Fashion Council has strong values. We focus upon key areas which help create a robust framework that supports the fashion community. Designer support is an area we are committed to, championing designers to innovate and commercialise their creativity. This section highlights the great work that we are involved in.

NEWGEN

In 1993 the British Fashion Council created New Generation (NEWGEN), one of the world’s most internationally recognised talent identification schemes.

NEWGEN continues to showcase and promote new designer businesses. The scheme is sponsored by Topshop who have been supporters since 2001. NEWGEN offers catwalk designers financial support towards their show costs and the opportunity to use the BFC Catwalk Show Space. Other designers also receive sponsored presentation or exhibition space to showcase their collections, offering an important introduction for young UK-based designers to influential press and buyers from around the world. NEWGEN also provides business and mentoring support through the BFC in partnership with Shoosmiths, Baker Tilly and Lloyds TSB.

Since NEWGEN’s inception, its roll call includes Alexander McQueen, Buasidica, Matthew Williamson, Julien Macdonald, Lara Bohinc, Antonio Berardi, Ann-Louise Riswald and more recently Christopher Kane, Manos Schwab, Richard Nicoll, Erdem, Mary Katrantzou and Meadham Kirchof.

Internationally recognised as a prestigious showcase of the best up-and-coming British fashion talent, recipients are selected by a panel of media and buying experts chaired by Sarah Mower MBE, the BFC’s Ambassador for Emerging Talent. Catwalk designers receive financial support to contribute towards show costs, exhibiting designers receive sponsored show space and all the selected designers have access to business support mentoring.

WINNERS 2012/2013

1205
Christopher Raeburn
Huishan Zhang
J.JS Lee
J.W. Anderson
Liam Fahy
Lucas Nascimento
Maarten van der Horst
Marques’Almeida
Michael van der Ham
Nasir Mazhar
Palmer//Harding
Simone Rocha
Sister by Sibling
Sophia Webster

NEWGEN PANEL 2012/2013

Sarah Mower MBE
BFC Ambassador of Emerging Talent (Chair)
Alex Fury
The Independent
Emma Elwick-Bates
Vogue
Holli Rogers
Net-a-Porter
Karen Langley
Dazed and Confused
Kate Phelan
TOPSHOP
Laura Burlington
Fashion Consultant
Laura Larbalestier
Browns
Madeleine Evans
TOPSHOP
Melanie Rickey
Grazia
Rebecca Lowthorpe
ELLE
Ruth Chapman
Matches
Sophia Neophitou
10 Magazine
Susanne Tide-Frater
Brand Consultant
Yasmin Sewell
Fashion Consultant
Yeda Yun
Stella McCartney
NEWGEN MEN

In August 2009, the BFC launched NEWGEN MEN offering emerging menswear designers in the UK a support initiative to assist to showcase their collections and receive business mentoring and support.

This initiative assists the BFC in promoting the breadth of British menswear talent internationally. NEWGEN MEN is sponsored by TOPMAN. Designers are selected by a menswear committee of leading editors and buyers.

WINNERS 2012/2013

Bunney
Christopher Raeburn
Lee Roach
Lou Dalton
Martine Rose
Matthew Miller
Shaun Samson
Sibling
William Richard Green

NEWGEN MEN PANEL 2012/2013

Adam Kelly
Selfridges
Ben Banks
Oki-Ni
Charlie Porter
Charlieporter.net
Ciara Flood
Mr Porter
Gordon Richardson
TOPMAN
Jason Griffiths
TOPMAN
Jo-Ann Furniss
Consultant
Lulu Kennedy
Fashion East
Robbie Spencer
Dazed & Confused
Robert Johnston
GQ
Sam Lobban
Mr Porter
Simon Chivers
Guardian
Tim Blanks
Style.com

FASHION FORWARD

Fashion Forward, sponsored by eBay Fashion and supported by the Mayor of London, was established in 2006 to provide funding to talented emerging British designers showing at London Fashion Week and London Collections: Men.

As well as the funding towards their catwalk show, selected designers also have access to structured mentoring support to help designers develop their businesses.

In June 2012 four menswear designers were awarded Fashion Forward support for the first London Collections: Men. James Long received support for the second time, along with three new menswear designers.

Womenswear

SEPTEMBER 2012
House of Holland
Louise Gray
Mary Katrantzou

FEBRUARY 2013
David Koma
Holly Fulton
Michael van der Ham

Menswear

JUNE 2012
Christopher Shannon
E. Tautz
James Long
J.W. Anderson

JANUARY 2013
Christopher Shannon
E. Tautz
J.W. Anderson
Lou Dalton
The BFC/Vogue Designer Fashion Fund charity offers a significant financial award that enables a designer to considerably increase their profile as a creative British business.

The BFC/Vogue Designer Fashion Fund helps to develop the infrastructure of the designer’s business to generate the transition from a developing creative business to a global fashion brand. Nicholas Kirkwood was announced as the 2013 BFC/Vogue Designer Fashion Fund winner at a cocktail reception hosted by Natalie Massenet MBE and Alexandra Shulman OBE.

In May 2012, Christopher Kane, the second winner of The Fund reported significant progress in business development within the first year of winning the award. Christopher Kane has also benefited from the dedicated mentoring programme offered by The Fund and a global network of advisors available to offer support to the designers as part of the scheme.

In May 2012, Christopher Kane, the second winner, will report to the panel in spring 2013 to share how The Fund has helped drive his business forward.

2012 SHORTLISTED DESIGNERS

Emilia Wickstead, Mary Katrantzou, Peter Pilotto, Roksanda Ilincic

2013 WINNER

NICHOLAS KIRKWOOD

THE COMMITTEE AND JUDGING PANEL

Alexandra Shulman OBE (Chair)
Caroline Rush
British Fashion Council
Glyn Chilton
Paul Smith
Emily Shanna
Clothing at Tesco
Joan Burstein CBE
Browns
Lisa Marie-Peacock
Debenhams
Marigay McKee
Harrods
Mary Homer
TOPSHOP
Samantha Cameron
BFC Ambassador
Sarah Manley
Burberry
Susanne Tide-Frater
Farfetch.com
Tony Yusuf
Hardy Amies (LF Europe)

BFC WOULD LIKE TO THANK THE FOLLOWING FOR THEIR TUTORSHIP 2012/13:

Burberry
Clothing at Tesco
Debenhams
Harrods
LF Europe
Marks & Spencer
Paul Smith
TOM&GUY
TOPSHOP
Vogue
Westfield Shopping Towns

BFC FASHION TRUST

The BFC Fashion Trust was founded in February 2011 to create a global mentoring programme to support the growth of British fashion designer businesses into global fashion brands.

The BFC Fashion Trust has three key objectives:

01— To provide new establishment designers with access to a tailored mentoring programme which includes a global network of advisors for the designers to engage with to support in building business knowledge, business development and growth worldwide.

02— Provide designers with access to monetary support for four key areas for business development: Legal including Intellectual Property, trade marking and business contracts; brand development, range planning, positioning and pricing; HR and business strategy.

03— Designers will be invited to a series of networking events, seminars, a yearly conference and one to one workshops focusing on areas such as investment, retail planning, business management and digital innovation.

This initiative will sit alongside the BFC/Vogue Designer Fashion Fund and will form part of the BFC’s designer support pathway, which includes NEWGEN sponsored by TOPSHOP, NEWGEN MEN sponsored by TOPMAN and Fashion Forward sponsored by eBay Fashion and supported by the Mayor of London. The BFC Fashion Trust will invite those shortlisted by The Fund to be part of this scheme and aims to support the BFC’s new strategic pillars for growth; business and investment. Designers who have already been supported by the BFC Fashion Trust include Christopher Kane, Jonathan Saunders, Marios Schwab, Mary Katrantzou, Nicholas Kirkwood, Osman, Peter Pilotto, Richard Nicoll, Roksanda Ilincic and Todd Lynn. The BFC Fashion Trust is funded by private donors, and is supported by professional individuals and businesses with mentoring, advice and insight, including Taylor Wessing, specialising in copyright and IP law, global investment firm Rothschild and The Future Laboratory, which delivers trend forecasting, consumer insight and brand strategy to the luxury and fashion sectors.

Supporting Partners

As part of the BFC Fashion Trust, designers will have access to a wide range of professional individuals and businesses including, legal firm Taylor Wessing, investment firm Rothschild and others advising on key areas for business growth including production, manufacturing, investment, media, property, trade mark protection, commercial, employment, company structure. Designers will also have access to those organisations supporting the BFC/Vogue Designer Fashion Fund.

The BFC Fashion Trust has partnered with legal firm Taylor Wessing to provide pro-bono legal support to the designers supported by the Fashion Trust. Taylor Wessing specialise in issues which typically arise as designers expand into new regions across the world. Rothschild is partnering with the initiative to offer advice and support on investment opportunities through one to one meetings and group seminars. Sian Westerman, an MD at Rothschild, kindly gives her time to meet with designers as they require her support and expertise.

The annual conference, held in partnership with the BFC Fashion Trust, is hosted by co-founder of The Future Laboratory, Chris Sanderson. The conference will comprise of speakers and panel discussions aimed to inspire our designers to recognise future opportunities to help develop, drive and manage their brand strategy which embraces consumers and industry change.

The BFC are also delighted to be partnering with The Maybourne Group as the official venue for the Fashion Trust members’ programme.

International Network

The BFC Fashion Trust network expands outside of the UK. It now includes the USA and Asia. In all three regions, there is a growing network of advisors available to offer support to the designers as part of the scheme.

Kim Horro and Sania Fares are co-Chairs of the BFC Fashion Trust and sit on the Trust Founder Members’ Board along with; Deborah Brett, Felicia Brocklebank, Kate Haslett, Megha Mittal, Natalie Livingstone, Nicoleta Fioretti, Valeria Napolone and Yassmin Ghandehari.

Jessica de Rothschild is Head of the BFC Fashion Trust USA and Yana Peel is Head of the BFC Fashion Trust Asia.

Charity number: 1139079 BFCVOUP Limited
LONDON SHOW ROOMS

LONDON SHOW ROOMS provides a unique opportunity for British designers to be collectively promoted in international markets. These pop-up showrooms are a strategic element of the British Fashion Council’s designer support pathway.

A project aimed at boosting British designer exports, LONDON SHOW ROOMS has grown to include showrooms for womenswear and menswear collections in Paris, New York, Hong Kong and Los Angeles with plans for expansion into Asia and South America in 2013/14. This has been made possible by the support of our partners.

The showroom is a partially subsidised space for designers to sell their collections with the support of international marketing, media and sales advisers. LONDON SHOW ROOMS is supported by the European Regional Development Fund and UK Trade and Investment.

In October 2012, Smashbox Cosmetics was the official make-up brand of LONDON SHOW ROOMS Los Angeles. In November 2012, for the second year running Li & Fung Limited generously sponsored the LONDON SHOW ROOMS visit to Hong Kong.

In January 2013 Farfetch came on board as the Official Global sponsor of LONDON SHOW ROOMS. This was announced at a celebratory menswear reception in Paris. We launched londonshowrooms.co.uk in October 2012 to support the initiative, its growth and to promote British designers to an international audience with further developments launching later this year. The initiative is also supported through social media platforms, including #LONDONshowROOMS.

In 2012/13, the following designers have participated in the LONDON SHOW ROOMS Initiative. Each showroom is curated to provide maximum impact in each market, sometimes focusing on emerging talent, other times on red carpet and new establishment designers:

- Lee Roach
- Lou Dalton
- Louise Gray
- Lucas Nascimento
- Maarten van der Horst
- Marios Schwab
- Marques’Almeida
- Martine Rose
- Mary Katrantzou
- Matthew Miller
- Meadham Kirchhoff
- Michael van der Ham
- Mr. Start
- Nasir Mazhar
- Nicholas Kirkwood
- Palmer//Harding
- Peter Pilotto
- Piers Atkinson
- Richard Nicoll
- Roksanda Ilincic
- Shaun Samson
- Sibling
- Simone Rocha
- Sister By Sibling
- Todd Lynn
- William Richard Green
- Yang Du

1205
- Agi & Sam
- Aitor Throup
- Ashley Williams
- Astrid Anderson
- Baartmans and Siegel
- Bernstock Speirs
- Bobby Abley
- Casely-Hayford
- Cassette Playa
- Christopher Raeburn
- Claire Barrow
- Craig Green
- Craig Lawrence
- David Koma
- Dominic Jones
- Dominic Jones Jewellery
- E. Tautz
- Fannie Schiavoni
- Fashion East
- Holly Fulton
- Huishan Zhang
- J. JS Lee
- James Long
- Jonathan Saunders
- Kit Neale
- KTZ

PARIS MEN

Spring / Summer 13
30th June – 3rd July 2012

PARIS WOMEN

Spring / Summer 13
27th September – 4th October 2012

LOS ANGELES

Spring / Summer 13
24th & 25th October 2012

HONG KONG

Spring / Summer 13
6th – 8th November 2012

PARIS MEN

Autumn / Winter 13
18th – 22nd January 2013

PARIS WOMEN

Autumn / Winter 13
28th February – 7th March 2013
BFC ANNUAL REVIEW 2012–13

INITIATIVES BY PILLAR

BFC Rock Vault

BFC Rock Vault is a fine jewellery initiative to support, showcase and promote Britain’s most innovative fine jewellery talent.

Sponsored by the International Palladium Board and curated by Stephen Webster, BFC Rock Vault launched during London Fashion Week in February 2012. This unique showcasing initiative is designed to give designers the opportunity to further develop their businesses and increase exposure amongst UK and international media and retailers who attend London Fashion Week.

Selected designers receive business support mentoring and are awarded financial support to create their own unique installation within the dedicated Rock Vault space at the London Fashion Week Exhibition.

In September 2012, the BFC announced the Rock Vault Dozen, a new Palladium jewellery collaboration. As part of their brief for London Fashion Week September 2012, the Rock Vault jewellers were invited to design a ring created from up to an ounce of the precious metal, Palladium. These rings were showcased alongside the designers’ collections in the dedicated Rock Vault exhibit during London Fashion Week.

In February 2013, a second Palladium jewellery collaboration was announced. This season saw the jewellers design a pair of red carpet earrings created in Palladium. The earrings were showcased on specially created 3D heads within the dedicated Rock Vault area in the Exhibition at Somerset House during London Fashion Week.

DESIGNERS

Alexandra Jefford
Alice Cicolini
Fernando Jorge
Hannah Martin
Hillier
Husam El Odeh
Imogen Belfield
Jo Hayes Ward
Jordan Askill
Melanie Georgacopoulos
Sophie Bille Brahe
Tomasz Donocik
Yunus & Eliza

Headonism

Headonism, curated by Stephen Jones, is a London Fashion Week showcase for emerging British milliners and a platform for promotion throughout the year.

Headonism was launched as part of the British Fashion Council’s (BFC) 25 year celebrations by the Mayor of London and is supported by Royal Ascot. In addition to London Fashion Week, selected emerging designers are given the opportunity to showcase collections at the Royal Enclosure at Royal Ascot. This partnership reflects the BFC’s aim to support emerging British design talent, providing an additional showcasing opportunity to an audience of race goers from around the world. In 2012 the Headonism designers were a part of Hatwalk.

SEPTEMBER 2012

Charlie Le Mindu
J. Smith Esq
Noel Stewart
Piers Atkinson
William Chambers

FEBRUARY 2013

Aurora Ozma
Emma Yeo
Moody and Farrell
Piers Atkinson
William Chambers

Estethica

Launched seven years ago, Estethica has evolved to become one of the most established fashion initiatives to support environmental sustainability and best practice and continues to drive the UK as leaders in this arena.

Estethica is co-curated by Anna Orsini, BFC Strategic Consultant, Orlaí de Castro and Filippo Ricci of the label ‘From Somewhere’.

Over the past seven years Estethica has supported over 100 international designers, all of whom have been chosen for their design excellence and commitment to working in a sustainable way. In 2012/13 Estethica labels included Ada Zanditon, Mitch, Lost Property of London, Pachacuti, emerging womenswear designers, Katrin Van Hecke, Panathique and newcomer, Bottle Top. For AW13 special guest brand was Veja, originally one of the first international brands to use Estethica as a commercial vehicle to expand its international markets. The AW13 showcase at London Fashion Week proved to be one of the most successful for Estethica to date with a significant increase in sales appointments and press coverage boasting a media value of around £700,000.

This year Estethica also introduced the Estethica/Veolia re-source competition with Central Saint Martins, Liora Lassalle was the winner of this competition and showcased her first commercial collection during London Fashion Week AW13. Liora also received mentoring from Orlaí de Castro, Willie Walters (Fashion MA course director at CSM) and Anna Orsini (BFC), and secured her first online stockist on YOOXGEN, yoox.com’s eco-friendly initiative.

In 2012/13 Estethica labels included Ada Zanditon, Mitch, Lost Property of London, Pachacuti, emerging womenswear designers, Katrin Van Hecke, Panathique and newcomer, Bottle Top. For AW13 special guest brand was Veja, originally one of the first international brands to use Estethica as a commercial vehicle to expand its international markets. The AW13 showcase at London Fashion Week proved to be one of the most successful for Estethica to date with a significant increase in sales appointments and press coverage boasting a media value of around £700,000.

This year Estethica also introduced the Estethica/Veolia re-source competition with Central Saint Martins, Liora Lassalle was the winner of this competition and showcased her first commercial collection during London Fashion Week AW13. Liora also received mentoring from Orlaí de Castro, Willie Walters (Fashion MA course director at CSM) and Anna Orsini (BFC), and secured her first online stockist on YOOXGEN, yoox.com’s eco-friendly initiative.

In 2012/13 Estethica labels included Ada Zanditon, Mitch, Lost Property of London, Pachacuti, emerging womenswear designers, Katrin Van Hecke, Panathique and newcomer, Bottle Top. For AW13 special guest brand was Veja, originally one of the first international brands to use Estethica as a commercial vehicle to expand its international markets. The AW13 showcase at London Fashion Week proved to be one of the most successful for Estethica to date with a significant increase in sales appointments and press coverage boasting a media value of around £700,000.

This year Estethica also introduced the Estethica/Veolia re-source competition with Central Saint Martins, Liora Lassalle was the winner of this competition and showcased her first commercial collection during London Fashion Week AW13. Liora also received mentoring from Orlaí de Castro, Willie Walters (Fashion MA course director at CSM) and Anna Orsini (BFC), and secured her first online stockist on YOOXGEN, yoox.com’s eco-friendly initiative.
FASH/ON FILM

The Fash/On Film initiative sponsored by River Island continues to celebrate and support film in fashion.

This initiative was launched to recognise London’s position as the home of fashion film, its continued growth as a recognised medium to showcase collections and to inspire the next generation of film makers. The initiative has provided a mentoring scheme to elected designer Emilio de la Morena, who worked with panel members to produce a short film for 2013.

The Fash/On Film launch event hosted during London Fashion Week provides a platform to premiere these films and showcase other notable films from the past seasons to an audience of 200 fashion and film industry members. February 2013 saw the expansion of the ever-popular Canon Cinema that played host to an action packed schedule of talks, screenings, designer/director Q&As and launch events. For February 2013, an on-demand function was introduced which meant any viewer could walk in and play their fashion film of choice or catch up on the week’s catwalk shows.

DESIGNERS SUPPORTED BY FASH/ON FILM:

Fred Butler
Leutton Postle
My Crazy Scrunchie

THE BFC WOULD LIKE TO THANK THE PANEL FOR THEIR VALUABLE SUPPORT:

Alyn Horton
Test
Kathryn Ferguson
Filmmaker and Curator
Jaime Perlman
Test & British Vogue
Josie Roscop
River Island
Laura Bailey
BFC Cultural Ambassador
Stephen Whelan
Whitelodge

INDUSTRY INSIGHT

LONDON FASHION SHOWCASING FUND

The LFSF provides financial support for emerging designer initiatives.

With funding from the Mayor of London, the British Fashion Council (BFC) manages the Fund’s application and delivery process with the support of a high level panel of industry press and buyers. Funding recipients during 2012/13 were Fashion East, Fashion East Menswear Installations and Vauxhall Fashion Scout.

BUSINESS SUPPORT SEMINARS

Business support seminars throughout the year provide an opportunity for designers to receive advice from industry experts.

BUSINESS SUPPORT NETWORK

The Business Support Network in an online easy access tool found on britishfashioncouncil.com/businesssupportnetwork

The Business Support Network provides information about organisations offering business support to the fashion industry from showcasing opportunities and funding, to training and advice for manufacturers and designers.

MARKET REPORTS

With support from UKTI, and ERDF the BFC produces up to three market reports per year looking at cities in established and emerging markets to create in-depth views of the designer fashion landscape and opportunities for British businesses.

THE BFC WOULD LIKE TO THANK THE PANEL FOR THEIR VALUABLE SUPPORT:

Alyn Horton
Test
Kathryn Ferguson
Filmmaker and Curator
Jaime Perlman
Test & British Vogue
Josie Roscop
River Island
Laura Bailey
BFC Cultural Ambassador
Stephen Whelan
Whitelodge

DESIGNER FACT FILE

Originally published by the BFC in 1997, the Designer Fact File was developed as a guide to setting up a designer business.

2012 marks its launch online, re-edited for today’s marketplace. Phase 3 will be launched in 2013 supporting our aim to open knowledge to a broader designer community.

www.designerfactfile.com

BUSINESS SUPPORT SEMINARS

Business support seminars throughout the year provide an opportunity for designers to receive advice from industry experts.
02. REPUTATION

We will increase the international profile of British fashion and British Fashion Council led events, working with strategic partners globally to champion British fashion.

We aim for our event experiences and content to exceed all expectations, to attract new audiences and further develop our reputation for professionalism and creativity.
**EVENTS & CELEBRATIONS**

The British Fashion Council is charged with promoting the UK fashion industry and its designers internationally via a targeted multi-channel and multi-lingual communications strategy. Events are aimed at developing key audiences and those that take place in the UK are supported with a targeted guest programme and accreditation lists for participating designers and brands.

**CREATIVE INDUSTRIES COUNCIL**

In July 2011, the Creative Industries Council (CIC) was created to provide the creative industries with a real voice and to support the government in identifying ways in which it can help the sector grow.

Caroline Rush, Chief Executive, sits on the council alongside leading figures from across the creative industries including TV, computer games, fashion, music, arts, publishing and film. Simon Ward, Chief Operating Officer, sits on the CIC Creative Skillset Skills Council and chairs the working party on internships, apprenticeships and fair access within the creative industries.

**LONDON FASHION WEEK**

London Fashion Week takes place twice a year in February and September showcasing over 250 designers to a global audience of influential media and retailers.

London Fashion Week (LFW) is one of the four leading fashion weeks. Sitting alongside New York, Milan and Paris it has developed the reputation of ‘innovation and creative capital’ and the ‘birthplace of talent’. LFW comprises the official show schedule which includes catwalk shows, presentations, the exhibition and digital screenings. It also includes a vibrant events schedule of launches, after show parties, dinners, gallery and museum exhibitions.

This year the British Fashion Council collaborated with one of London’s leading designers to come up with a creative campaign for LFW. Everything from print collateral to advertising, video and the onsite experience is considered in this approach. The BFC invited winners of the BFC/Vogue Designer Fashion Fund and the British Fashion Awards’ Outstanding Achievement prize to take part in the collaboration.

September 2012 saw Jonathan Saunders, winner of the BFC/Vogue Designer Fashion Fund adapt a colourful print from his pre-collection. In February 2013 Manolo Blahnik, winner of the Outstanding Achievement Award invited us to enter his world with a hand drawn illustration.

Londonfashionweek.co.uk provides a complete resource for LFW, this enables press and buyers to maximise their visit and provides a platform for designers to promote their collections and upload dynamic content. LFW has a fully integrated social media campaign across Twitter, Facebook and Instagram.

The Little Black Book is a guide produced to give visitors to LFW all the information they need to make it seamlessly through the week. It is distributed to the guests at LFW and features schedules, contact details for all participating brands, sponsor advertising and descriptions of their on-site activity as well as designer lists and floor plans of The Exhibition at LFW.
London Fashion Week September 2012

London Fashion Week (LFW) September 2012 followed in Team GB’s footsteps with a line-up of global stars that wowed the world. Exciting new additions to the schedule included collections from Philip Treacy and Preen, joining stars of the show schedule; Burberry, Matthew Williamson, Christopher Kane, Erdem and many others. The official LFW twitter, @LondonFashionWk reached 200,000 followers on the first day of LFW. Over 70% of LFW’s catwalk shows were live streamed on the LFW website, and for the first time, catwalk day of LFW. Over 70% of LFW's catwalk shows were live streamed. Kane, Erdem and many others. The official LFW twitter, @LondonFashionWk reached 200,000 followers on the first day of LFW. Over 70% of LFW’s catwalk shows were live streamed on the LFW website, and for the first time, catwalk day of LFW.

Kane, Erdem and many others. The official LFW twitter, @LondonFashionWk reached 200,000 followers on the first day of LFW. Over 70% of LFW’s catwalk shows were live streamed on the LFW website, and for the first time, catwalk day of LFW. The British Fashion Council (BFC) collaborated with Manolo Blahnik CBE, who brought the concept of his creative world to life with illustrations and inspirations provided the creative concept for LFW. This was applied across all marketing, online, at Somerset House and in the windows of the May Fair Hotel.

To close the week, Harold Tillman CBE hosted a reception to celebrate LFW hosted by the BFC, with speeches from Samantha Cameron and Natalie Massenet MBE. The public were encouraged to get involved through #AskLFW and through Instagram and Twitter live feeds on the LFW homepage. The BFC partnered with YouTube and live streamed 21 of the on-schedule catwalk shows through the LFW YouTube channel. The British Fashion Council (BFC) collaborated with Manolo Blahnik CBE, who brought the concept of his creative world to life with illustrations and inspirations provided the creative concept for LFW. This was applied across all marketing, online, at Somerset House and in the windows of the May Fair Hotel.

London Fashion Week September 2012

British brand Burberry live streamed their show on Twitter, a first for the brand and LFW; the show also included a live performance by Tom Odell. Topshop collaborated with Google+, to give their followers behind the scenes access to their Unique show and preparations. Streamed live, models in the show held bags with concealed cameras to give their customers a unique viewing experience.

International buyers attended LFW from 39 countries, with orders taken estimated to exceed £100 million. The event received unprecedented press coverage seeing media value in the UK alone stand at over £150 million. LFW launched with a welcome from Natalie Massenet MBE, Chairman of the BFC, and a reception hosted by Samantha Cameron at 10 Downing Street to celebrate British fashion. The showcase saw a packed events schedule with star studded offerings from Dazed & Confused, Harper’s Bazaar, Rihanna and Tom Ford.
Vodafone London Fashion Weekend has developed throughout 2012, with particular focus on catwalk shows, the designers and the development of the events schedule to create the ultimate fashion day out.

September 2012 introduced the Designer Highlight Show which featured Issa London, Alice by Temperley and Twenty 8 Twelve. Due to popularity, these were developed moving forward into February 2013, where both Zoe Jordan and Louise Gray showcased their SS13 collections.

In February 2013, for the first time, Hilary Alexander headed up the styling for the catwalk team. Hilary’s wealth of experience and styling knowledge meant that the Vodafone London Fashion Weekend trend shows were reinvigorated.

The Vodafone Lounge plays host to the official Vodafone London Fashion Weekend events schedule. Over the course of the weekend industry professionals host talks and panel discussions, giving visitors the opportunity to ask questions and interact, discovering more about the fashion industry from an insider’s perspective.

Over the last two seasons the events schedule has become an integral part of Vodafone London Fashion Weekend and is something that will continue to grow season on season. The BFC have continued to re-focus their strategy for Vodafone London Fashion Weekend over 2012 to re-align the event more in keeping with London Fashion Week.
In June 2012, the British Fashion Council launched London Collections: Men, the first dedicated showcase for British menswear designers.

LC:M showcases and celebrates the breadth of British menswear, from the heritage brands and international names through to the brightest emerging stars. LC:M provides the essential showcasing platform to promote menswear design to an international audience. In his role as Chair of LC:M, Dylan Jones has worked to bring together the fashion industry to strengthen this global showcase. LC:M launched its dedicated website londoncollections.com and mobile site to support the activity which is promoted through the BFC multi-channel marketing campaign.

The inaugural edition of LC:M ran from 15th – 17th June, launching with a reception at St James’s Palace hosted by HRH Prince of Wales. Not only did The Prince of Wales pledge his support for the initiative, but he also gave a huge public seal of approval for British menswear.

The line-up involved over 50 menswear brands, including some of the most iconic names in British menswear – E.Tautz, Hackett, Margaret Howell, Oliver Spencer and Richard James – showing alongside the rising stars with collections from Christopher Shannon, J.W. Anderson, James Long and Lou Dalton. To honour the heritage of British menswear, the tailors of Savile Row staged an open house afternoon where The GREAT campaign celebrated ‘Fashion is GREAT’, featuring speeches from Sir Elton John, Tom Ford and Tinie Tempah. With international press attending from over 22 countries, the media presence generated by the inaugural event exceeded all expectations. The shows in June were followed by announcements that both Tom Ford and Alexander McQueen were to move their mainline shows to London to show their AW13 collections.

The second edition of LC:M in January 2013 continued to go above and beyond, truly affirming London’s status as a menswear capital. The showcase was met with equal anticipation and saw the British Prime Minister, the Rt Hon. David Cameron MP welcome designers, press and retailers to 10 Downing Street, where he endorsed the UK’s abilities to produce the best designers and the huge opportunity this presents for the UK economy.

The January showcase was attended by international buyers from 17 countries, with representatives from key retailers including Saks, Barneys, Opening Ceremony, Lane Crawford and Le Bon Marche, further reinforcing the worldwide commercial importance of the event. London’s most established retailers including Harrods, Harvey Nichols and Selfridges all hosted events to celebrate Britain’s menswear industry.

Featuring over 60 menswear designers on the official schedule, the BFC adopted the Old Sorting Office as the second official show space, and the show schedule saw internationally influential collections from designers including Christopher Kane, Jonathan Saunders, Meadham Kirchhoff and Richard Nicoll.

The on-schedule events again demonstrated the diversity of the menswear industry, with a party hosted by Tommy Hilfiger and Esquire, David Gandy’s launch of the Blue Steel Appeal (a campaign raising awareness for Comic Relief), and the ultimate closing party hosted by Tom Ford.

The menswear committee continues to ensure that LC:M is a unique opportunity to see and buy British menswear while also experiencing the UK’s dynamic creative industries through a cross cultural curated programme. The committee comprises influential figures within the menswear industry including Adrian Clark, Alex Bilmes, Anda Rowland, Christopher Bailey MBE, Dan Stevens, David Furnish, David Gandy, David Lauren, David Walker-Smith, David Walliams, Douglas Booth, Elizabeth Saltzman, Evgeny Lebedev, Gordon Richardson, Grant Pearce, Harold Tillman OBE, Imran Amed, Jeremy Langmead, Jo Lewis, Lulu Kennedy MBE, Marigay McKee, Paula Reed, Richard Buckley, Richard James, Robert Johnston, Simon Fuller, Stephen Ayres, Tim Blanks, Tinie Tempah, Toby Wiseman, Tom Ford, The Mayor’s Office, Tracey Emin and Tim Hiddleston.

The crowd at the collections was no less prolific with guests including Alexa Chung, David Gandy, David Walliams, Sir Elton John, Tom Ford and Tinie Tempah. With international press attending from over 22 countries, the media presence generated by the inaugural event exceeded all expectations. The shows in June were followed by announcements that both Tom Ford and Alexander McQueen were to move their mainline shows to London to show their AW13 collections.

In June 2012, the British Fashion Council (BFC) launched London Collections: Men (LC:M), the first dedicated showcase for British menswear designers.

LC:M showcases and celebrates the breadth of British menswear, from the heritage brands and international names through to the brightest emerging stars. LC:M provides the essential showcasing platform to promote menswear design to an international audience. In his role as Chair of LC:M, Dylan Jones has worked to bring together the fashion industry to strengthen this global showcase. LC:M launched its dedicated website londoncollections.com and mobile site to support the activity which is promoted through the BFC multi-channel marketing campaign.

The inaugural edition of LC:M ran from 15th – 17th June, launching with a reception at St James’s Palace hosted by HRH Prince of Wales. Not only did The Prince of Wales pledge his support for the initiative, but he also gave a huge public seal of approval for British menswear.

The line-up involved over 50 menswear brands, including some of the most iconic names in British menswear – E.Tautz, Hackett, Margaret Howell, Oliver Spencer and Richard James – showing alongside the rising stars with collections from Christopher Shannon, J.W. Anderson, James Long and Lou Dalton. To honour the heritage of British menswear, the tailors of Savile Row staged an open house afternoon where The GREAT campaign celebrated ‘Fashion is GREAT’, featuring speeches from Sir Elton John, Tom Ford and Tinie Tempah. With international press attending from over 22 countries, the media presence generated by the inaugural event exceeded all expectations. The shows in June were followed by announcements that both Tom Ford and Alexander McQueen were to move their mainline shows to London to show their AW13 collections.

The second edition of LC:M in January 2013 continued to go above and beyond, truly affirming London’s status as a menswear capital. The showcase was met with equal anticipation and saw the British Prime Minister, the Rt Hon. David Cameron MP welcome designers, press and retailers to 10 Downing Street, where he endorsed the UK’s abilities to produce the best designers and the huge opportunity this presents for the UK economy.

The January showcase was attended by international buyers from 17 countries, with representatives from key retailers including Saks, Barneys, Opening Ceremony, Lane Crawford and Le Bon Marche, further reinforcing the worldwide commercial importance of the event. London’s most established retailers including Harrods, Harvey Nichols and Selfridges all hosted events to celebrate Britain’s menswear industry.

Featuring over 60 menswear designers on the official schedule, the BFC adopted the Old Sorting Office as the second official show space, and the show schedule saw internationally influential collections from designers including Christopher Kane, Jonathan Saunders, Meadham Kirchhoff and Richard Nicoll.

The on-schedule events again demonstrated the diversity of the menswear industry, with a party hosted by Tommy Hilfiger and Esquire, David Gandy’s launch of the Blue Steel Appeal (a campaign raising awareness for Comic Relief), and the ultimate closing party hosted by Tom Ford.

The menswear committee continues to ensure that LC:M is a unique opportunity to see and buy British menswear while also experiencing the UK’s dynamic creative industries through a cross cultural curated programme. The committee comprises influential figures within the menswear industry including Adrian Clark, Alex Bilmes, Anda Rowland, Christopher Bailey MBE, Dan Stevens, David Furnish, David Gandy, David Lauren, David Walker-Smith, David Walliams, Douglas Booth, Elizabeth Saltzman, Evgeny Lebedev, Gordon Richardson, Grant Pearce, Harold Tillman OBE, Imran Amed, Jeremy Langmead, Jo Lewis, Lulu Kennedy MBE, Marigay McKee, Paula Reed, Richard Buckley, Richard James, Robert Johnston, Simon Fuller, Stephen Ayres, Tim Blanks, Tinie Tempah, Toby Wiseman, Tom Ford, The Mayor’s Office, Tracey Emin and Tim Hiddleston.

The crowd at the collections was no less prolific with guests including Alexa Chung, David Gandy, David Walliams, Sir Elton John, Tom Ford and Tinie Tempah. With international press attending from over 22 countries, the media presence generated by the inaugural event exceeded all expectations. The shows in June were followed by announcements that both Tom Ford and Alexander McQueen were to move their mainline shows to London to show their AW13 collections.

In June 2012, the British Fashion Council (BFC) launched London Collections: Men (LC:M), the first dedicated showcase for British menswear designers.

LC:M showcases and celebrates the breadth of British menswear, from the heritage brands and international names through to the brightest emerging stars. LC:M provides the essential showcasing platform to promote menswear design to an international audience. In his role as Chair of LC:M, Dylan Jones has worked to bring together the fashion industry to strengthen this global showcase. LC:M launched its dedicated website londoncollections.com and mobile site to support the activity which is promoted through the BFC multi-channel marketing campaign.

The inaugural edition of LC:M ran from 15th – 17th June, launching with a reception at St James’s Palace hosted by HRH Prince of Wales. Not only did The Prince of Wales pledge his support for the initiative, but he also gave a huge public seal of approval for British menswear.

The line-up involved over 50 menswear brands, including some of the most iconic names in British menswear – E.Tautz, Hackett, Margaret Howell, Oliver Spencer and Richard James – showing alongside the rising stars with collections from Christopher Shannon, J.W. Anderson, James Long and Lou Dalton. To honour the heritage of British menswear, the tailors of Savile Row staged an open house afternoon where The GREAT campaign celebrated ‘Fashion is GREAT’, an initiative to support and strengthen British manufacturing and underline the fact that Britain is a fantastic place to do business.

The Hospital Club Ingenuous John Lewis Lavazza Coffee Mayor of London Mercedes-Benz UK MRPORTER.COM Nyetimber Saint Swarovski The Radisson Blu Edwardian Mercer Street Hotel The Telegraph TOPMAN UK Trade and Investment Vodafone The Woolmark Company

London Collections: Men (LC:M) is a unique opportunity to see and buy British menswear while also experiencing the UK’s dynamic creative industries through a cross cultural curated programme. The committee comprises influential figures within the menswear industry including Adrian Clark, Alex Bilmes, Anda Rowland, Christopher Bailey MBE, Dan Stevens, David Furnish, David Gandy, David Lauren, David Walker-Smith, David Walliams, Douglas Booth, Elizabeth Saltzman, Evgeny Lebedev, Gordon Richardson, Grant Pearce, Harold Tillman OBE, Imran Amed, Jeremy Langmead, Jo Lewis, Lulu Kennedy MBE, Marigay McKee, Paula Reed, Richard Buckley, Richard James, Robert Johnston, Simon Fuller, Stephen Ayres, Tim Blanks, Tinie Tempah, Toby Wiseman, Tom Ford, The Mayor’s Office, Tracey Emin and Tim Hiddleston. London Collections: Men is realised with invaluable support from the sponsors:
BRITISH FASHION AWARDS

Once a year, the British Fashion Council presents the British Fashion Awards. This event is an opportunity for the fashion industry to celebrate and promote the extraordinary creative talents in the UK.

Since its inception, the awards ceremony has been a highlight of the industry calendar. The 2012 British Fashion Awards (BFA) were held on Tuesday 27th November at The Savoy Hotel and Theatre, London. Hosted by Gemma Arterton and Nick Grimshaw, the ceremony saw an influential line-up of guests and presenters, including BFC Ambassador Samantha Cameron, Valentino, Manolo Blahnik CBE, Stella McCartney, Sarah Burton, Zaha Hadid DBE, Christopher Kane and Alexa Chung.

Stella McCartney won the esteemed Designer of the Year award while also picking up the Designer Brand award on behalf of her eponymous label, recognising a momentous year for the designer in 2012.

Harold Tillman CBE was honoured on the evening with a Special Recognition award for his term as Chairman of the British Fashion Council and contribution to the fashion industry presented by HRH Princess Beatrice.

The hotly contested New Establishment award was won by Erdem, who over the past year received critical acclaim for his collections from a global audience.

The British Fashion Awards is realised with invaluable support from the sponsors:

American Express
Canon
M-A-C
TONI&GUY
Vodafone

The BFC would also like to thank Apartment 58, Hello! and Mercedes-Benz UK for their support.

BRITISH FASHION AWARDS 2012
WINNERS & PRESENTERS

British Style brought to you by Vodafone
Alexa Chung presented by Valentino

Outstanding Achievement in Fashion
Manolo Blahnik CBE presented by Zaha Hadid DBE

Emerging Talent Award
Ready-To-Wear
J.W. Anderson presented by Pixie Geldof

Emerging Talent Accessories
Sophie Hulme presented by Marc Newson

Emerging Talent Menswear
Jonathan Saunders presented by Ronnie Wood

Special Recognition
Harold Tillman CBE presented by HRH Princess Beatrice of York

Model
Cara Delevingne presented by Ellen Von Unwerth

Menswear Designer
Kim Jones for Louis Vuitton presented by Lily Cooper

Designer of the Year
Stella McCartney OBE presented by Salma Hayek
03. EDUCATION

We aim to attract talented young people into the industry, both through further education scholarships and vocational routes to learn much needed skills.

Business education is a new strand to this strategy, working with business colleges to attract future fashion business leaders.
The British Fashion Council understands that fashion is always changing and developing. Educating and helping others is a progressive way forward. Education & Industry Insight is an intelligent and smart way to support the fashion community. This section highlights how we are leading the way.

**BFC COLLEGES COUNCIL 2012/13**

The Colleges Council was founded by the British Fashion Council in 1993 to create an interface between education and industry. It currently provides opportunities for students including events, bursaries and competitions.

The Colleges Council steering committee represents the 34 member colleges and comprises:

- Anne Tyrrell (Chair)
- Elinor Renfrew
- Heather Holford
- Louise Pickles
- Malcolm McInnes
- Sharon Rees
- Anne Tyrrell Design
- Kingston University
- Royal College of Art
- Bath Spa University
- University of Wales, Newport

**MEMBER COLLEGES**

- Arts University College at Bournemouth
- Bath Spa University
- Birmingham City University
- Buckinghamshire New University
- Central Saint Martins
- De Montfort University
- Doncaster College
- Edinburgh College of Art
- Glasgow School of Art
- Heriot Watt University
- Kingston University
- Liverpool John Moores University
- London College of Fashion
- Manchester School of Art
- Middlesex University
- Northbrooke College Sussex
- Nottingham Trent University
- Plymouth College of Art
- Ravensbourne College of Design & Communications
- Royal College of Art
- University of West London
- The University of Northampton
- University College for the Creative Arts Rochester
- University of Brighton
- University of Derby
- University of East London
- University of Huddersfield
- University of Leeds
- University of Northumbria
- University of Salford
- University of the West of England
- University of Wales, Newport
- University of Westminster
- University College for the Creative Arts Epsom

**2012/2013 ANNUAL PROGRAMME**

**Creative Pattern Cutting Seminar**
April 2012

The BFC provided five inspirational speakers to demonstrate the many easily achievable ways the much revered skill of pattern cutting can be approached across a range of garment types. The seminar was designed to find a method that every attendee would find useful as a core part of their design process.

**SPEAKERS WERE:**

- Annette Fischer
  Introduction to Drape and Geometrical Shapes
- Julian Roberts
  Subtraction Cutting
- Ren Pearce
  Bias and One Piece Cutting
- Shingo Sato
  Transformation & Reconstruction
- Tom Mahon
  Structured Outerwear "An Unusual Way to Tailor"

The objective was to highlight the importance of technical skills involved in creative pattern cutting at graduate level and demonstrate ways of developing new and innovative ideas for design and cut to improve design development. It also to outlined the opportunities and excitement for creative career paths in pattern cutting.
Graduate Preview Day
May 12
The BFC Colleges Council Graduate Preview Day is organised by the British Fashion Council to foster relationships between graduates and industry. The annual event brings together industry insiders from media, recruitment, retail, design, manufacturing, sales, marketing and PR to preview the work of graduating students who will be entering the job market later in the year. In 2012 the Graduate Preview Day was held on the 4th May at The May Fair Hotel.

The 25 exhibiting colleges submitted portfolios to be judged by a panel of industry experts, headed by Anne Tyrell MBE, Chair of the Colleges Council.

The panel included:
- Adam Kelly
  Selfridges
- Hannah White
  Editor of Fashion Monitor
- Jacqui Ma
  WGSN
- Marios Schwab
  Designer

Graduate Preview Day Awards
— The Fashion Monitor Colleges Portfolio Award in association with the BFC goes to Royal College of Art
— The WGSN Digital Presentation Award in association with the BFC goes to London College of Fashion
— The BFC Fashion Illustration Award in association with Fashion Monitor goes to University of Westminster
— Salford University received a special mention from the judging panel for the level of visual representation and styling they demonstrated.

"The calibre of this year’s portfolios has been excellent and demonstrates the breadth of talent of both the students and the colleges. The contacts the colleges gain from the day are extremely beneficial to their graduates and we’ve seen an incredible attendance, with representatives from Abercrombie & Fitch, Burberry, Alfred Dunhill, Harrods, Paul Costelloe, Matches, Max Mara and Topshop." Anna Tyrell, Chair of the Colleges Council.

Heads of Course Seminar
The BFC Colleges Council Heads of Course Seminar aims to give attendees a rare insight into the personal and business challenges the speakers have faced and continue to face during their career within the fashion industry. The seminar is hosted at Harrods by Marigay McKee, Chief Merchant.

Internships and Apprenticeships
The BFC has continued to meet with HMRC as it has carried out a series of educational visits to designers concerning the use of interns. The BFC has worked with Creative Skillset to update internship guidelines and is developing with Creative Skillset a fashion designer apprenticeship for school leavers and higher level traineeships for graduates.

Warehouse Design Competition
May 2012
Natalie O'Hare, from the University of Salford, was the winner of the fourth Warehouse Design Competition. After the success of last year’s decision to search for new talent in photography as well as design, Rachel Hannaway, also from the University of Salford was selected as the winner of the photography category. Natalie saw pieces from her graduate collection produced and sold exclusively in selected Warehouse stores nationwide. Rachel shot the campaign for the collection.

Both winners were awarded the unique opportunity to join Warehouse for a six month post graduate paid design placement, which allowed them to follow the full journey of the collection development from the initial design process, through production, to campaign creation and marketing the collection launch.

The competition asked course tutors from many of the UK’s leading universities, who are members of the BFC’s Colleges Council to submit portfolios from the graduating year for consideration.

A panel of industry judges chose the winning portfolios for exceptional design ability and creative vision which encapsulated the Warehouse brand.

MA Scholarship
July 2012
The BFC MA scholarship, funded by the Princess of Wales Charitable Trust, the BFC’s educational charity. Students to be supported are Louise Aniss from Huddersfield University and Emma Hardstaff from the Edinburgh School of Art, both recipients of an MA in Womenswear Design at the Royal College of Art (RCA); Serena Gili from Central Saint Martins (CSM), who was awarded an MA in Fashion (Knitwear) at CSM and Jousianne Propp from the Manchester School of Art, who received an MA in Womenswear (Knitwear) at the RCA.

The decision to increase the number of recipients this year recognised the amount of raw talent coming out of the UK’s colleges, with the abilities and skills demonstrated being of the highest calibre.

The recipients were selected by an independent advisory panel comprising, designer Betty Jackson, and BFC Princess of Wales Charitable Trust trustees Anna Harvey (Editorial Director of Condé Nast New Markets), Anne Tyrell MBE and Simon Ward. The scholarships help the chosen students with their course fees and expenses.

Chloé Design Competition
December 2012
Chloé Attitude — Modernity in Movement competition, in partnership with the French Design House, Chloé. Awarded to Danielle Ingemann, Fashion Knitwear student from the Royal College of Art; Danielle showed a deep understanding of the Chloé brand and submitted a collection which demonstrated both commerciality and creativity. Danielle receives a paid internship of three months and a monetary prize of €5,000.

The main theme of the brief was based on a very modern interpretation of the French term ‘Flou’, which is the basis for the Chloé spirit and design ethos.

The students were asked to submit a project which included up to eight illustrations of outfits styled with colours and fabrics. Demonstrating research and inspiration, incorporating outerwear, knitwear, tailoring, separates and thoughts behind the submitted collection, the competition received an unprecedented 170 entries.

The panel felt Danielle had submitted a fresh and dynamic collection which captured ethos and craftsmanship behind the artisanship of Chloé and the collection showed great commercial prowess.

The applicants were judged by a panel of key industry representatives including Anne Tyrrell, Chair of BFC Colleges Council; Claire Waight Keller, Chloé; Paula Reed, Harvey Nichols and Clara Mercer, BFC.
04. INNOVATION & DIGITAL

We want British businesses to follow in the footsteps of its brands and lead in innovation and digital.

We will support more businesses to get online, to launch new technology and to look at using technology to support businesses to be more efficient.
Technology is integral to the British Fashion Council. Using new technology as a launch pad to engage with a global audience the BFC embraces digital innovation.

During the year the British Fashion Council (BFC) launched three new websites, including the re-launch of the London Fashion Week (LFW) website:

- Londoncollections.co.uk MAY 2012
- Britaincreates.co.uk JULY 2012
- Londonfashionweek.co.uk SEPTEMBER 2012
- Londonshowrooms.co.uk OCTOBER 2012

The BFC continues to grow its social media platforms to further engage audiences in new and innovative ways. The following were launched during 2012/13:

- Instagram @Britishfashioncouncil SEPTEMBER 2012
- Pinterest britishfashion MARCH 2012
- Vine @BFC FEBRUARY 2013

We work with partners such as Google, Twitter, YouTube and Rightster to distribute content to an international audience.
05. INVESTMENT

We aim to attract more investors into the sector, establish early stage investment vehicles underpinned by philanthropy and prepare designer businesses to be investor ready.
The British fashion industry has a long standing reputation for creativity and now, year on year, its reputation for excellence in business is thriving.

The British Fashion Council (BFC) aims to raise awareness in the investment community around opportunities in the designer sector, and in the designer sector of the investment landscape.

— In July 2011, Camilla Al Fayed acquired a 51% controlling stake in womenswear label, Issa London.

— In August 2012, a Qatari investment group bought a 38% stake in luxury goods company, Anya Hindmarch.

— In January 2013, French luxury conglomerate Kering (formerly PPR), announced that it had acquired a 51% stake in Christopher Kane.
The British Fashion Council is constantly looking for ways to improve, develop and add value.

Sustainability
The BFC believes in sustainability. Its ethical fashion showcase Estethica is groundbreaking and creates a focal point for the industry to support ethical designer businesses and look at the sustainable challenges facing all businesses.

Diversity
The BFC is committed to diversity, believing that the fashion industry is one of the most socially inclusive sectors in this country.

Supporting Models
The BFC brings together a working party comprising the AMA, model agency representatives, Equity and the Mayor of London’s office to develop an ongoing Model Programme. This panel looks at opportunities to help set industry standards. The BFC ensures that designers showing at London Fashion Week supply food and soft drinks for models and workers backstage as part of their contract to show on schedule. All models walking at London Fashion Week must be at least sixteen years of age. The BFC undertakes spot checks to ensure that these contractual obligations are adhered to. The BFC provides The Model Zone during LFWM and LC:M to act as an information point for models and a dedicated private space to relax with healthy food.

Manufacturing
The BFC has continued to support the Designer–Manufacturer Innovation Support Centre (DISC) and, under the Fashion Alliance umbrella, partners with Creative Skillset and the UK Fashion & Textile Association to look at challenges facing designer fashion manufacturers in the UK. The Fashion Alliance has developed downloadable tool kits to help designers communicate their needs effectively to production units.

BFC Fashion Insiders
Created in 2010, BFC Fashion Insiders is a network for Executive Assistants and PAs within the fashion, retail and media industries, and those with links to the British Fashion Council through events such as London Fashion Week. It aims to build a strong network of professional and personal contacts through events and to help facilitate development of existing relationships. Hosted by BFC Executive Assistant, Marcos Eleftheriou, events and meeting opportunities are planned throughout the year. In 2012, BFC Fashion Insiders hosted its first reception in New York, and in 2013 a joint reception was hosted by the BFC & CFDA to further develop relations with PAs within the American Market.
THE BFC TEAM
(July 2013)

EXECUTIVE BOARD
Natalie Massenet MBE
Chairman
Caroline Rush
Chief Executive
Simon Ward
Chief Operating Officer
Anya Hindmarch MBE
Non-Executive Director
Christopher Inman OBE
Hon Treasurer
Harold Tillman CBE
Chairman (Until December 2012)

OFFICE OF CEO & COO
Marcos Eleftheriou
Executive Assistant
Bianca d’Orsi
Administrator and Research Assistant

SHOWCASING AND SALES TEAM
Laura Hinson
Showcasing Manager
Charlotte Whitehead
Sales Manager
Emma Campbell
Show Assistant
Tessa Creagh-Barry
Show Assistant
Shanne O’Shea
Sales Assistant

EVENTS
Josef Jammerbund
Head of Events
Alex Woodfield
Events Manager
Jennie Becker
Events Manager
Rebecca Hoffman
Events Assistant
Lucy Mountain
Events Assistant
Claire Burman
Events Assistant

MARKETING
Clara Mercer
Head of Marketing
Marits Roberts
Marketing Manager
Ana MacCarrick
Digital Marketing Executive
Nathan Cole
Marketing Assistant
Lucy Handley
Digital Marketing Assistant

PR (MEDIA & BUYERS)
Gemma Ebelis
Head of PR
Kimberly Carroll
International PR Manager
Sophie McElligot
PR Manager
Will Rowley
PR Executive
Charlotte Gray
PR Assistant
Naoko Suzuki
Buyers Relations Executive

SPONSORSHIP
Jenico Preston
Head of Sponsorship
Kate Eastop
Sponsorship Manager
Allie Welch
Sponsorship Coordinator
Millie Graham
Sponsorship Coordinator
Sophie Bannister
Sponsorship Assistant

PUBLIC SECTOR & PROJECTS
Emma Early
Project Manager

FINANCE
Lisa Wren
Finance Manager
Shandraye Sampson
Finance Coordinator
Victoria Peters
Finance & Grants Assistant

BUSINESS SUPPORT
David Watts
Business Support Advisor

CONSULTANTS
Anna Orsini
Strategic Consultant
Antonio Fiengo
LONDON show ROOMS Coordinator
Arts Co
BFC Fashion Trust Member Programme Curators
Barbara Grispini
LONDON show ROOMS Head of Project and Designer
Brand Development Consultant
Bera Kalhan
HR Consultant
Daniel Marks
The Communications Store
Jane Boardman
Talk PR
Judith Rosser-Davies
Project Consultant
Music
Design and Production of the BFC Annual Report
BFC ANNUAL REVIEW 2012–13

INITIATIVES BY PILLAR

LONDON FASHION WEEK
Somerset House, February 2013
BFC ANNUAL REVIEW 2012–13

BEST OF 2012

PETER PLOTTO AM13
LFW February 2013

BRITISH FASHION AWARDS 2012 WINNERS
Jonathan Anderson, Alexa Chung, Kim Jones, Cara Delevingne, Jonathan Saunders, Robyn Lawley, Prof Louise Wilson OBE,
Erdem Moralioglu, Manolo Blahnik CBE, Stella McCartney OBE, Sophie Hulme & Nicholas Kirkwood
BFC ANNUAL REVIEW 2012–13

BEST OF 2012

VODAFONE LONDON FASHION WEEKEND
February 2013

LONDON SHOW ROOMS AW13 PARIS

MEADHAM KIRCHHOFF SS13
LFW September 2013
One page of a document with images and text. The text content is as follows:

- **HARPER'S BAZAAR LFW PARTY, MARK'S CLUB**
  - Glenda Bailey OBE (Harper's Bazaar US)
  - Justine Picardie (Harper's Bazaar UK)

- **FASHION FORWARD AW13 RECIPIENTS**
  - David Koma
  - Michael van der Ham
  - Holly Fulton

- **BRITAIN CREATES V&A EXHIBITION OPENING**
  - Munira Mirza (Deputy Mayor for Education & Culture)
  - Justine Simons (Mayor of London’s Office)

- **LONDON SHOW ROOMS, PARIS**
  - Claire Barrow
  - Lucy Yeomans (NET-A-PORTER.COM)

- **LONDON SHOW ROOMS, LOS ANGELES**
  - John Pearson
  - Alison Edmond
  - Jessica de Rothschild & Kinvara Balfour

- **NEWGEN MEN SS13 ANNOUNCEMENT, SOHO HOUSE**
  - Matthew Miller

- **NEWGEN SS13**
  - Mary Maconochie (TOPSHOP) & Caroline Rush (BFC) with NEWGEN SS13 recipients

- **DINNER TO CELEBRATE LONDON COLLECTIONS: MEN, HOSTED BY SIR PAUL SMITH, TINIE TEMPAH & DYLAN JONES**
  - Sir Paul Smith

- **GREAT BRITISH MENSWEAR CELEBRATION, HONG KONG**
  - Yana & Stephen Peel

- **ROCK VAULT RECEPTION, LFW**
  - Caroline Rush (BFC), Stephen Webster & Brad Mills (International Palladium Board)

- **DINNER TO CELEBRATE LONDON COLLECTIONS: MEN, HOSTED BY SIR PAUL SMITH, TINIE TEMPAH & DYLAN JONES**
  - Tania Foster-Brown (Arcadia Group) & Ian Grabiner (Arcadia Group) Photograph by Richard Young

- **BRITISH AMBASSADOR'S RESIDENCE**
  - Luke Leitch (Daily Telegraph)
  - Jose Néves (farfetch.com)

- **LC:M JANUARY 2013**
  - Richard Nicoll AW13

- **ROCK VAULT RECEPTION, LFW**
  - Brian Coddington (Vogue US)

- **NEWGEN MEN SS13 ANNOUNCEMENT, SOHO HOUSE**
  - Tim Blanks (Style.com)

- **DINNER TO CELEBRATE LONDON COLLECTIONS: MEN, HOSTED BY SIR PAUL SMITH, TINIE TEMPAH & DYLAN JONES**
  - James Corden & Harry Styles

- **BRITS IN PARIS EVENT, BRITISH AMBASSADOR'S RESIDENCE**
  - Luke Leitch (Daily Telegraph)
  - Jose Néves (farfetch.com)
London has induced a major case of fashion FOMO (fear of missing out)! [It is] now a do not miss opportunity.

London: It’s for Real. WWD. April 2013