
BRITISH FASHION COUNCIL BAZAAR FASHION ARTS FOUNDATION

PRESS RELEASE

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The British Fashion Council (BFC) and Harper's Bazaar today announce the launch of the 'BFC / Bazaar Fashion Arts Foundation', at Shoreditch House, a new initiative that aims to inspire and support collaboration between fashion and the arts.

The 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 re-affirm our fashion industry's reputation for innovation.

The Foundation has already announced a partnership with BAFTA which will see a series of events to bring together fashion and film talent. The initiative will also see the appointment of Alison Edmonds as the Foundation's British ambassador in Los Angeles, to further cement our international presence.

A dedicated music strategy in partnership with Sony Music will cultivate commercial opportunities for designers, musicians and retailers. A series of biannual collector's edition CDs, under the collective banner of 'The Collection – London Fashion Week', will be launched during LFW. Each CD will feature a different designer. The first in the series has been musically and artistically curated by Burberry's Chief Creative Officer Christopher Bailey. It will be released on Monday 20th September and will retail on iTunes and in high end fashion retailers including high end fashion/design outlets including Browns, Cruise, Matches and START.

The collaboration with Sony will also see them hosting a series of Live Sessions at Tom's Terrace, Somerset House, throughout London Fashion Week, as well as showcasing the talents of Sony signed DJ collective, Magnetic Man, at the Fashion Arts Foundation launch party at Shoreditch House. Later in the year, the label will run a series of creative brainstorm sessions to bring

together emerging designers and Sony's creatives. Sony will also be providing the playlists for LFW this season that will be played throughout Somerset House.

The Fashion Arts Foundation will be driven by a committee of trustees chaired by Lucy Yeomans, editor of Harper's Bazaar UK. As the exclusive media partner, Harper's Bazaar have also pledged to provide additional support, including fundraising assistance. The committee will be charged with scoping out a project to celebrate fashion and the visual arts for 2012.

Lucy Yeomans, editor of Harper's Bazaar, said *"I am thrilled to be a co-founder of this exciting new project. The Foundation's aims resonate perfectly with all that Harper's Bazaar stands for - bringing together the best creative talent from diverse fields and giving them the support and means to dream up and produce exciting new work."*

Caroline Rush, Chief Executive of the British Council, said *"The BFC / Bazaar Fashion Arts Foundation will allow us to showcase London's creative fashion industry and showcase its many influences to their full potential. We will be working with both emerging and established talent across many exciting new projects which can only strengthen our creative industries as a whole."*

The BFC/Bazaar Fashion Arts Foundation is one of the key legacy projects established by the BFC in its 25th year celebrations, to ensure the continuing success of British Fashion.

Soho House Group will be supporting the Foundation by developing a 3-year programme to internationally promote fashion as part of cultural Britain. As an epicentre for creative industries, it seemed a natural fit for Soho House to play host to the BFC / Bazaar Fashion Arts Foundation partnership events. The first of these will take place today (9 September) with the BFC in Shoreditch House, a renovated warehouse in London's East End, a perfect space for the innovative industries of fashion, film and music to come together. Future initiatives will see further collaborations through member events, ranging from pop up boutiques, talks with industry heavy weights, fashion showcases and styling suites, both in the UK and abroad.

The Foundation would like to thank Spring Studios for their creative director and help producing the introductory film that will be shown at Shoreditch House this evening.



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Editors Notes:

- The **British Fashion Council** (BFC) was set up in 1983 to promote British fashion internationally and co-ordinate this promotion through fashion weeks, exhibitions and showcasing events. The BFC now supports designers beginning at college level and extending to talent identification, business support and showcasing schemes to help British designer businesses develop their profiles and business globally and promote British fashion and its influential role in Creative Britain and Creative London. The BFC Colleges Council offers support to students through its MA Scholarship, links with industry through Design Competitions and Graduate Preview Day. Talent identification and business support schemes include the BFC/Elle Talent Launch Pad; BFC/Vogue Designer Fashion Fund; Estethica; Fashion Forward sponsored by Coutts & Co; NEWGEN sponsored by Topshop and NEWGEN MEN sponsored by Topman. Showcasing initiatives include London Fashion Week, LONDON showROOMS and the BFC/Bazaar Fashion Arts Foundation and the annual celebration of excellence in the fashion industry: the British Fashion Awards.
- **Harper's Bazaar**, the prestigious British fashion magazine, is known for producing the most inspirational and informative fashion pages every month, as well as the very best edit of culture, travel, beauty and lifestyle, all delivered with an intelligent point of view. Edited by Lucy Yeomans, Harper's Bazaar is renowned for bringing the worlds of fashion and the arts together through exciting collaborations - both on and off the page - with designers and artists, film directors and other creatives. In the past 12 months alone the magazine has hosted a pre-Bafta event with Kate Winslet and London's leading designers, staged an exhibition of portraits by leading contemporary artists of supermodel Claudia Schiffer, who was also art-directed for the magazine by Dinos and Jake Chapman in the artists' first ever fashion shoot, as well as co-hosting the contemporary art-themed Love Ball with supermodel Natalia Vodianova. Published by the National Magazine Company, Harper's Bazaar has a circulation of 118,553. Acting Publishing Director is Meribeth Parker.
- The **British Academy of Film and Television Arts** is an independent charity that supports, develops and promotes the art forms of the moving image by identifying and rewarding excellence, inspiring practitioners and benefiting the public. In addition to its Awards ceremonies, BAFTA has a year-round Learning & Events programme that offers unique access to some of the world's most inspiring talent through workshops, masterclasses, lectures and mentoring schemes, connecting with audiences of all ages and backgrounds across the UK. BAFTA relies on income from membership subscriptions, individual donations, trusts, foundations and corporate partnerships to support its ongoing outreach work. For further information, visit www.bafta.org.
- **Sony Music Entertainment** is a global recorded music company with a roster of current artists that includes a broad array of both local artists and international superstars. The company boasts a vast catalog that comprises some of the most important recordings in history. It is home to premier record labels representing music from every genre, including American Recordings, Arista Nashville, Arista Records, Aware, Battery Records, Beach Street Records, Black Seal, BNA Records, Cinematic, Columbia

Nashville, Columbia Records, Epic Records, Essential Records, Flicker Records, Fo-Yo Soul, GospoCentric, Hitz Committee Entertainment, J Records, Jive Records, LaFace Records, Legacy Recordings, Masterworks, Polo Grounds, RCA Records, RCA Nashville, RCA Red Seal, RCA Victor, Reunion Records, Slightly Dangerous, Sony Classical, Sony Music Latin, Star Time International, Verity Records, and Volcano Entertainment. Sony Music Entertainment is a wholly owned subsidiary of Sony Corporation of America. For more information, visit www.sonymusic.com.

- **Soho House** was founded in 1995 as a private members' club for those in the fashion, film and media industries. Sister clubs and restaurants include Babington House, a 32 bedroom hotel, private members club and Cowshed spa set in Somerset, The Electric Cinema, Club and Brasserie in London's Notting Hill; Soho House New York, a 24 bedroom hotel, private members club and spa; High Road House, Brasserie and Cowshed shop in Chiswick, and Cecconi's in Mayfair, London. In June 2007, the group opened Shoreditch House East London over the top two floors and roof of a warehouse called the Tea Building. Cecconi's, West Hollywood opened in February 2009, Pizza East in October 2009 and the 39 bedroom hotel and restaurant Dean Street Townhouse in November 2009. Soho House West Hollywood, was launched in March 2010 and the most recent property in the group's portfolio Soho House Berlin launched in May 2010. Looking forwards, Soho beach House Miami is set to open Autumn 2010.

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