

BRITISH FASHION COUNCIL  
**NEWGEN**  
SPONSORED BY **TOPSHOP**

**Press Release**

14<sup>th</sup> December 2010

**FASHION TALENT AWARDED NEWGEN SPONSORSHIP FOR  
AUTUMN/WINTER 2011**

The British Fashion Council (BFC) today announced the names of 18 of London's brightest emerging fashion design talents who have been selected to receive BFC NEWGEN sponsorship, supported by Topshop, to show at London Fashion Week in February 2011. NEWGEN, established in 1993, is one of the world's most internationally recognised talent identification schemes. Its alumni include Alexander McQueen, Matthew Williamson, Boudicca, Giles Deacon, Jonathan Saunders, Christopher Kane, Marios Schwab, Richard Nicoll, Erdem and Meadham Kirchhoff.

NEWGEN recipients for Autumn/Winter 2011 sponsored by Topshop are:

**Catwalk sponsorship:** David Koma, Holly Fulton, Louise Gray, Mary Katrantzou and Michael van der Ham.

**Presentation sponsorship:** Christopher Raeburn, Craig Lawrence, JS Lee, JW Anderson (film presentation) and Nasir Mazhar.

**Installation sponsorship:** Dominic Jones and Jordan Askill.

**Exhibition sponsorship:** Chau Har Lee, Christopher Raeburn, Craig Lawrence, David Koma, Dominic Jones, Fannie Schiavoni, Felicity Brown, Heikki Salonen, Holly Fulton, Jordan Askill, JS Lee, JW Anderson, Louise Gray, Mary Katrantzou, Michael van der Ham, Nasir Mazhar, Thomas Tait and Yang Du.

\*Individual biographies of all designers can be found on the attached document.

NEWGEN is an internationally recognised showcase for the best emerging British fashion talent and is central to the British Fashion Council's talent identification, designer development and showcasing programme. The scheme has become a key draw for the international fashion media and buyers attending London Fashion Week.

Caroline Rush, Chief Executive of the British Fashion Council commented, *"NEWGEN has been propelling young British design talent on an international stage for many years, and we thank Topshop for their ongoing support. The strength of the brands that the previous winners have gone on to establish is testament to the talent here in London and demonstrates the strength of talent identified by NEWGEN season on season. This season's recipients are directional, innovative and show incredible promise and we are excited for them to demonstrate the best of London's emerging design talent to a global audience."*

Sarah Mower, the BFC's Ambassador for Emerging Talent, said, *"It is inspiring to see the vibrant sense of community as well as creativity amongst our NEWGEN designers. With every season, we're seeing them grow as business-people who are selling to the top luxury goods retailers of the world – and since so many of them are now manufacturing their collections in the UK, they are making a really exciting contribution to employment and export"*.

Mary Homer, Managing Director of Topshop adds, *"Fashion is at the heart of our business and our support of the NEWGEN Award, even after nine years is still as exciting and inspiring today as it was back in 2001. Each and every season the NEWGEN Award rejuvenates itself by nurturing previous recipients and identifying ever more creative individuals. Never more so than this year when some of the schemes most successful and established names such as Louise Gray, David Koma and Mary Katrantzou are recognised alongside the provocative talents of milliner, Nasir Mazhar and ready-to-wear newcomers, Thomas Tait and Felicity Brown. British based design talent is the envy of the world over and Topshop is so proud to be involved with this most important of bursaries."*

NEWGEN sponsored catwalk designers receive financial support towards their show costs and usage of the BFC Catwalk Show Space, whilst others 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 has extended its help to young designers beyond its traditional showcasing support to provide

business and mentoring support, and access to sales and marketing support and business advice in partnership with Shoosmiths, Baker Tilley and Lloyds TSB.

Designers receiving NEWGEN sponsorship for the first time this season include milliner Nasir Mazhar, who has designed collections for Gareth Pugh, Richard Nicoll and The Royal Opera House, as well as creating commissions for Lady Gaga and Madonna. Directional designer Thomas Tait's minimalist, couture-quality approach to tailoring has also won him NEWGEN sponsorship for the first time; he will showcase his Autumn/Winter 2011 ready-to-wear collection at the London Fashion Week exhibition in February. Christopher Raeburn, Craig Lawrence, JS Lee and JW Anderson, will all be sponsored to show on the presentation schedule.

Topshop continues its support of the NEWGEN scheme for the 19<sup>th</sup> consecutive season, supporting London's diverse young fashion designers to showcase to an international audience. Topshop offers additional support to designers by providing show venues and commissioning special collections available during and beyond London Fashion Week. Topshop's dedication to the support and growth of emerging talent remains unsurpassed.

London Fashion Week will run from Friday 18<sup>th</sup> February – Wednesday 23<sup>rd</sup> February 2011 and will be located at Somerset House, Strand WC2.

For more information on the NEWGEN designers visit  
[www.britishfashioncouncil.com/newgen](http://www.britishfashioncouncil.com/newgen)

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**For press enquiries regarding NEWGEN at London Fashion Week please contact:**

Gemma Ebelis, PR Manager, British Fashion Council, Tel: +44 (0) 20 7759 1989 / (0) 7802 393 411  
gemma.ebelis@britishfashioncouncil.com

**For buyers enquiries regarding NEWGEN at London Fashion Week please contact:**

Barbara Grispini +44 (0) 20 7759 1989/90 / +44 (0) 7765 000 224  
barbara.grispini@britishfashioncouncil.com

**For designers wishing to apply for NEWGEN please contact:**

Katie Bain, British Fashion Council, Tel: +44 (0) 20 7759 1978,  
katie.bain@britishfashioncouncil.com

**For Topshop enquiries, please contact:**

Mark Kean, Topshop Press Office, +44 (0) 20 7291 2415 mark.kean@topshop.com

## **EDITORS NOTES:**

- The NEWGEN sponsorship scheme was established in 1993, acting as a promotional launch pad for young designers, attracting media profile, orders and investment whilst offering encouragement and support for new talent.
- Previous NEWGEN winners include Alexander McQueen, Antonio Berardi, Clements Ribeiro, Julien Macdonald, Matthew Williamson, Boudicca, Sophia Kokosalaki, Giles Deacon, Jonathan Saunders and Gareth Pugh.
- Topshop is an established supporter of young fashion designers in the industry. This is Topshop's 19<sup>th</sup> season working with the BFC as the NEWGEN sponsor. Topshop continues to support previous winners through housing collections in the Boutique space at its flagship store in Oxford Circus, selected stores nationwide and from [www.topshop.com](http://www.topshop.com).
- Sarah Mower was appointed the British Fashion Council's first Ambassador for Emerging Talent in May 2009.
- Andrew Tucker, fashion writer and lecturer, is a BFC talent scout.
- NEWGEN designers are selected by an advisory committee which draws from a pool of leading fashion directors, fashion editors and consultants who kindly lend their time and support to the British Fashion Council. This season's panel was chaired by the BFC's Ambassador for Emerging Talent – Sarah Mower and included BFC Talent Scout Andrew Tucker as well as Alexandra Stylianidis, Liberty; Anne Marie Curtis, Elle; Erin Mullaney, Browns; Fran Burns, Love; Karen Langley, Dazed & Confused; Louise Carter, BFC, Rachael Proud, Topshop, Sophia Neophitou-Apostalou, 10/Harper's Bazaar; Susanne Tide-Frater, Consultant; Susie Lau, Style Bubble and Yasmin Sewell, Consultant.
- NEWGEN recipient Holly Fulton won the Swarovski Emerging Talent Award for Accessories at the British Fashion Awards 2009 and NEWGEN recipients Mary Katrantzou and Michael van der Ham are both nominated for the Emerging Talent Award in the Ready to Wear category at the British Fashion Awards 2010.
- London Fashion Week is owned and organised by the British Fashion Council.
- UK Trade & Investment provided support for the NEWGEN announcement at Somerset House.