



**Press Release  
FEBRUARY 2011**

## **THE BRITISH FASHION COUNCIL INDUSTRY FACTS & FIGURES FEBRUARY 2011**

- 65 catwalk shows and 45 salon shows and presentations to take place over 6 days
- 170 UK and International emerging and established, ready to wear and accessories designers at The Exhibition at London Fashion Week (LFW)
- Canon is the principal sponsor for the eleventh consecutive season
- The Exhibition at LFW will play host to 22 Estethica designers, 17 NEWGEN designers and 4 Multibrand Showrooms
- Menswear day, now in its 5<sup>th</sup> season, has 14 shows and 7 presentations
- On the catwalk there are 5 NEWGEN, sponsored by Topshop, designers: David Koma, Holly Fulton, Louise Gray, Mary Katrantzou and Michael van der Ham
- 3 NEWGEN MEN, sponsored by Topman, designers are showing on the catwalk: Christopher Shannon, James Long and J.W.Anderson
- There are three Fashion Forward, sponsored by Coutts & Co, designers on the catwalk, Meadham Kirchhoff, Peter Pilotto and Todd Lynn
- Over 5,000 visitors are expected: buyers, TV & radio crews, journalists and photographers
- Media coverage equals or exceeds most major news and international sporting events
- UK media coverage each season now exceeds £100m and media coverage from the International Guest Programme exceeds £35m (*source: Precise*)
- It is estimated that orders of over £100m are placed during LFW each season; the International Guest Programme alone generates over £40m of orders
- The direct value of the UK fashion industry to the UK economy is £21 billion (*source: BFC Value of Fashion Report*)
- Fashion's wider contribution to the economy in influencing spending in other industries is estimated to stand at over £37 billion (*source: BFC Value of Fashion Report*)

- The UK fashion industry directly employs 816,000 people across a wide range of jobs and is the largest employer of all the creative industries. The sector also provides opportunities to minority groups to a greater extent than most other creative industries (*source: BFC Value of Fashion Report*)
- The UK Fashion industry is the 15<sup>th</sup> largest industry (out of 81) in the UK . similar in size to the food/beverages services and telecommunications industries and bigger than the wholesale and retail of automotives, sports activities, chemical manufacture and advertising/video sectors (*source: BFC Value of Fashion Report*)
- Major export markets are USA, Japan, Russia, France, Italy, Middle East, Hong Kong, China
- The UK is renowned for having the best fashion colleges in the world.

For further information on London Fashion Week visit [www.londonfashionweek.co.uk](http://www.londonfashionweek.co.uk)

- Ends -

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**EDITORS NOTES:**

- **LFW Catwalk Shows** will run from Friday 18<sup>th</sup> February . Tuesday 22<sup>nd</sup> February with menswear shows on Wednesday 23<sup>rd</sup> February 2011.
- Opening Hours of the London Fashion Week exhibition - Friday 18<sup>th</sup> . Monday 21<sup>st</sup> February 2011 10am - 7pm and Tuesday 22<sup>nd</sup> February 8.30am - 6pm.
- 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.
- London Fashion Week is organised by the British Fashion Council.

