

BRITISH FASHION COUNCIL

PRESS RELEASE

February 2011

British Designers Reach Broader Audiences Through Digital Technology

This London Fashion Week, starting 18th February 2011, the British Fashion Council (BFC) brings fashion to broader audiences in London, giving commuters, shoppers and tourists the opportunity to see the latest from the shows. There will be daily video highlights on the screens in the underground with highlights from the London Fashion Week twitter feed (@londonfashionwk), plus an outdoor LED screen in the courtyard at Somerset House showing daily highlights and live streaming of the shows.

The Burberry Prorsum show will be live streamed on the famous Landmark 32m digital screen at Piccadilly Circus, 4pm, Monday 21st February . a first for any brand.

Activity on the Underground is courtesy of CBS Outdoor UK and Glaceau Vitaminwater, the Piccadilly Circus Live Streaming is a partnership with Glaceau Vitaminwater. The opportunity to live stream the shows from the BFC show venue has been in part supported by the London Development Agency with Topshop also live streaming from their venue.

In 2009 the British Fashion Council launched its digital innovation strategy which positions London as a leader in fashion showcasing, embracing technology to show catwalk shows online to a global audience. This season 37 shows will be live streamed, 27 from the BFC show venue at Somerset House, 9 courtesy of Topshop from their official venue Old Billingsgate Market and Burberry who will be live streaming their show online to over 150 countries and directly at 40 live events across the globe.

Also new this season is the London Fashion Week mobile tag which brings you real-time show and event updates and the latest London Fashion Week news. This has been created using Microsoft Tag technology.

The BFC's digital innovation strategy aims to harness technology and creativity to promote British designers to global audiences. A digital committee featuring Caroline Rush, CEO, British Fashion Council; Clara Mercer, Marketing Manager, British Fashion Council; Ben Hammersley, Editor-at-Large, Wired & Founder of Dangerous Precedent; Daniel Marks, Director, The Communications Store; Graham Fink, Creative Director, M&C Saatchi; Imran Amed, The Business of Fashion; James Grant, CEO, Starworks; Jane Boardman, CEO, Talk PR; Jason Knight and Sojin Lee was established in 2010 to inform and develop the BFC's digital offering. In 2010 a British Fashion Award for Digital Innovation was introduced to mark our commitment to digital innovation in fashion marketing and to recognise the brand that has pioneered digital initiatives: the winner was Burberry.

To see the digital schedule visit [www.londonfashionweek.com/digital schedule](http://www.londonfashionweek.com/digital%20schedule).

For more information regarding the British Fashion Council and London Fashion Week contact:

Gemma Ebelis, PR Manager

Te: +44 (0) 20 7759 1989

gemma@britishfashioncouncil.com

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, the BFC/Harper& Bazaar Fashion Arts Foundation and the annual celebration of excellence in the fashion industry, the British Fashion Awards.

Glacéau vitaminwater®

glacéau vitaminwater® is the great tasting, hydrating soft drink from new york.

glacéau vitaminwater® was acquired by the coca-cola company in may 2007 and launched in gb in may 2008.

glacéau vitaminwater® is specially formulated to help people on-the-go get more of the vitamins and hydration they may need.

it all started in 1996, the year ebay® first appeared; prince charles and diana, princess of wales, got divorced; england hosted euro '96 and germany won. meanwhile, in new york city, an adventurer, gadabout and humble genius named j. darius bikoff was being pummeled by the one-two punch of raging thirst. heading to a yoga class, bikoff was feeling run-down and gobbled a vitamin c wafer and chased it with a swig of water. the combination of flavour and vitamins inspired bikoff to develop and launch glacéau vitaminwater®, enhanced water that contains valuable nutrients.

bikoff's vision changed the beverage industry forever as he first created the enhanced water category, and then went on to build glacéau as one of the most successful beverage brands in the us. ten years later in june 2006, advertising age named glacéau vitaminwater® as one of the ten products and services %bat rocked the world in the past decade+ alongside blackberry® and google®.

glacéau vitaminwater® and the glacéau vitaminwater® get up are registered trademark of energy brands, inc.

Burberry

Burberry, which is headquartered in London and a member of the FTSE100, was founded in 1856

About CBS Outdoor

CBS Outdoor operates in 15 markets across Europe, China & the Americas and is part of media and entertainment giant CBS Corporation. The company's expertise is in creating value for clients by reaching audiences out of home with a range of best in class formats and ground-breaking digital initiatives including the advertising contract on the London Underground and the Westfield London shopping complex. The company supplies large format billboards and street furniture to hundreds of municipalities globally; sells advertising for city bus fleets, mass transit authorities and multinational bus companies, totalling more than 85,000 bus and tram panels worldwide; and represents metros in 13 cities worldwide: Atlanta, Genoa, London, Los Angeles, Naples, Italy, New York, Newcastle, Perugia, Rotterdam, San Francisco, Toronto, Toulouse and Washington.