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BRITISH  
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**PRESS RELEASE**  
**March 2010**

**ALCANTARA S.P.A. AND THE BRITISH FASHION COUNCIL ANNOUNCE NEW PARTNERSHIP TO  
PROMOTE EMERGING BRITISH DESIGN TALENT AS PART OF LONDON show ROOMS**

As part of this seasons LONDON show ROOMS initiative the British Fashion Council (BFC) and Alcantara® are working together on a new range of products designed by David Koma, Louise Gray, Mary Katrantzou, Michael Van Der Ham and Todd Lynn . all of which will be showcasing their A/W 2011 collections at the LONDON show ROOMS this season in Paris and New York.

The product range includes three accessories: a bag, smart phone holder and iPad cover. Each designer has created an exclusive design for all three product categories and will be available to visitors attending LONDON show ROOMS. The collaboration will continue for the S/S 2012 collections.

The partnership highlights the relationship between fashion and technology; a trend that has seen Alcantara® become the material of choice for both classic and cutting-edge garments and accessories. Alcantara® has a developed a long-standing relationship with designers looking for beautiful, top quality materials that respect the environment. The project brings British creativity together with Italian elegance ensuring that these accessories become genuine collector's items.

The BFC's International design initiative, **LONDON show ROOMS**, will this season take twenty of London's leading womenswear design talents to Paris to increase their media presence and develop their businesses internationally. The initiative, which is now in its sixth season, enables the designers to sell their collections with the support of international marketing, media and sales advisers.

The Paris showroom will be open at JTM Gallery, Rue de Richelieu 40, 75001 Paris, 9am . 7pm from 3<sup>rd</sup> . 10<sup>th</sup> March.

The New York showroom will be open at the Penthouse Lofts, Soho Grand, 310 West Broadway, New York, NY 10013 on Monday 21<sup>st</sup> and Tuesday 22<sup>nd</sup> March 2011.

LONDON show ROOMS is in association with UK Trade & Investment (which in London is part-financed by the European Regional Development Fund) and the London Development Agency, the project is part financed by the European Union.

For more information on LONDON show ROOMS visit [www.britishfashioncouncil.com/londonshowrooms](http://www.britishfashioncouncil.com/londonshowrooms)



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#### Editors Notes:

1. 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/Harper's Bazaar Fashion Arts Foundation and the annual celebration of excellence in the fashion industry: the British Fashion Awards.
2. **ALCANTARA S.p.A.** was founded in 1972 and represents a prime example of Italian-produced quality. The company's head offices are in Milan, whilst its plant is located in Nera Montoro, Umbria. Alcantara® is a unique and innovative cover material, the fruit of a unique and proprietary technology, and the choice of leading companies in a wide array of application fields. It offers an extraordinary combination of sensory, aesthetic and functional qualities, and an ethical and social awareness that characterises contemporary lifestyles: the lifestyles of those that want to fully enjoy the products they use on a daily basis in complete respect for the environment. Alcantara® is a registered trademark of Alcantara S.p.A.

Alcantara S.p.A. has attained %Carbon Neutral+ certification: to achieve this, in just a single year the company reduced the carbon dioxide emissions deriving from the entire production process of the material by 49%, with the residues compensated for through the financing of international renewable energy projects. As of 2009, Alcantara S.p.A. has also published its Corporate Sustainability Report, which documents the company's activities in this area.

3. The **LONDON show ROOMS** is a British Fashion Council project aimed at boosting British designers exports. It is co-curated and managed by Anna Orsini and Barbara Grispi for the British Fashion Council with the support of Sarah Mower, the BFC's Ambassador for Emerging Talent, UK Trade & Investments (which in London is part financed through the European Regional Development Fund), the London Development Agency and, from this season, the European Regional Development Fund.