



PRESS RELEASE
18TH MARCH 2011

APPLICATIONS OPEN FOR LONDON FASHION WEEK SEPTEMBER 2011

The British Fashion Council (BFC) has now opened applications for designers to participate in London Fashion Week September 2011. There are five categories which designers can apply for: On schedule applications, which includes catwalk, presentation, digital presentation and menswear; The Exhibition; Estethica; NEWGEN, sponsored by TOPSHOP and NEWGEN MEN, sponsored by TOPMAN.

London Fashion Week is one of the world's leading designer showcases alongside New York, Paris and Milan. With over 5,000 visitors, the audience is made up of UK and International press, buyers and industry professionals including key opinion formers. Last season London Fashion Week generated over £100 million worth of press coverage in the UK alone.

The Exhibition at LFW, based at Somerset House, showcases around 170 of the industry's most creative UK and International designer businesses including both emerging and established accessories, jewellery and ready-to-wear labels. The BFC aims for The Exhibition to mirror the energy on the catwalk and presentation schedule.

Estethica is the BFC's sustainable initiative sponsored by Monsoon. All potential Estethica designers must adhere to at least one of the three principles of fair-trade and ethical practices, organic and recycled materials and are selected for both their ethical credentials and design excellence. Estethica is the hub of London's ethical fashion industry and recognised internationally as a leading showcase of ethical fashion.

The BFC NEWGEN scheme, currently sponsored by TOPSHOP was set up in 1993 with the mission of supporting the growth of original new collections which have the potential to make a mark on the international scene. Designers who have been in business for three years or less and are eligible to apply for the NEWGEN scheme and those selected will receive sponsorship and mentoring tailored to the scale and positioning of their products and businesses. Judging is

undertaken voluntarily by a panel of Britain's top editors, buyers and talent scouts who compare entrants against the standards of excellence attained by former winners including some of Britain's highest profile designers including Alexander McQueen, Matthew Williamson, Julien Macdonald and more recently Giles Deacon, Gareth Pugh, Christopher Kane, Marios Schwab, Richard Nicoll and Todd Lynn. Sarah Mower is the BFC's Ambassador for Emerging Talent and is the chair of this committee.

NEWGEN MEN, sponsored by TOPMAN, launched with success in September 2009. It provides menswear designers with business support, funding and the opportunity to use the official BFC venue, Somerset House, to host a catwalk show during London Fashion Week's Menswear Day. Menswear Day is now going into its fifth consecutive season and has become instrumental in raising the profile of both emerging and established British menswear designers. Last season saw over 20 menswear designers, the highest number to date, showcase to a targeted audience of key menswear press and buyers.

London Fashion Week will run from Friday 16th – 21st September 2011 and is located at Somerset House, WC2.

The closing date for all applications is Friday 15th April 2011.

- Ends -

To apply for catwalk or presentation schedule visit:

www.londonfashionweek.co.uk/catwalkapplication

To apply to exhibit as part of The London Fashion Week Exhibition (including Esthetica)

visit: www.londonfashionweek.co.uk/exhibitorapplication

To apply for NEWGEN visit: www.londonfashionweek.co.uk/newgenapplication

To apply for NEWGEN MEN visit: www.londonfashionweek.co.uk/newgenmenapplication

For more information regarding catwalk, presentation, menswear, NEWGEN and NEWGEN MEN applications, please contact:

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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, the BFC/Harper's Bazaar Fashion Arts Foundation and the annual celebration of excellence in the fashion industry, the British Fashion Awards.
2. London Fashion Week is organised by the British Fashion Council.
3. Estethica is a BFC initiative and is now in its tenth season.
4. NEWGEN sponsorship 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.
5. This is Topshop's 19th season working with the British Fashion Council as the NEWGEN sponsor.
6. In addition to showcasing support, sponsorship includes a profile within London Fashion Week publications, listing and profile on www.londonfashionweek.co.uk, inclusion in dedicated press releases and e-shots, reaching a targeted international audience of 11,000 media and buyers in the run up to London Fashion Week. Designers are also given access to business advice on legal, accounting, sales and marketing supported by Shoosmiths, Baker Tilly and the BFC.