

BRITISH DESIGNERS COLLECTIVE




**BICESTER
VILLAGE**
OUTLET SHOPPING

**BRITISH
FASHION
COUNCIL**

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Eagerly anticipated by fashion insiders, this year's British Designers Collective is a not-to-be-missed opportunity for savvy shoppers to survey the freshest brands in British fashion – and pick up key pieces from their previous seasons' collections at an affordable price tag. Set amid the luxury boutiques of Bicester Village, the British Designers Collective is a unique collaboration between Value Retail and the British Fashion Council which introduces emerging designers to a wider audience, who in turn benefit from the convenience of seeing a new generation of designers under one roof, while enjoying the great reductions, elegant surroundings and five-star service of Bicester Village.

This year's British Designers Collective brings together in one boutique a mouth-watering collection of some of the hottest names in British fashion, and all at the usual Bicester Village reductions of up to 60% off the recommended retail price. This year's participants include multi-award winning **Jonathan Saunders**, whose signature graphic prints are covetable modern classics. **Felicity Brown** will be delivering her trademark high-voltage glamour while easy-to-wear luxury is the hallmark of **Holly Fulton**, another designer who loves to use graphic print and sumptuous materials. Also taking part is British-based designer **Markus Lupfer**, who will be including some of his groundbreaking sequined knitwear and Jersey tailoring. **Todd Lynn's** razor-sharp tailoring will also be in evidence and devotees of the well-cut dress will equally be delighted by the presence of **Preen**. Other participating designers include **Emma Cook**, **Felder Felder**, **Goat**, **Jean-Pierre Braganza**, **Marios Schwab** and **Osman**.

Accessories have not been overlooked either, with this year's British Designers Collective showcasing some supremely sought-after names. Pull together the perfect look with **Georgina Goodman's** inimitable shoes – every pair is a work of art and Georgina herself has been hailed as the 'future of footwear' by Manolo Blahnik. **Jane Carr's** hand-finished scarves add a sense of fun to any outfit; textile designer turned jeweller **Fiona Paxton** creates beautiful hand-beaded jewellery for an edgily glamorous look. Beloved by A-listers, **Lara Bohinc** is the go-to girl for bold statement jewellery in gorgeous precious metals, guaranteed to trigger the magpie instinct.

The 2011 BDC is being hosted by British actress **Thandie Newton**, who will officially open the boutique. Thandie is a known ambassador of British fashion and a key supporter of UK designers, making her the natural choice to host the British Designers Collective this year.

A glorious celebration of British design talent, the British Designers Collective runs for six weeks from 31 March until mid May and will be housed in an unmissable pop-up boutique in the heart of Bicester Village. The boutique has been specially designed for the occasion and this year is themed with vibrant, on-trend neon colours that reflect the effervescent creative energy of the British fashion industry.

NOTES TO EDITOR

Just one hour from London, deluxe shopping haven Bicester Village is the premier destination for luxury outlet shopping in the UK, offering year round price reductions of up to 60% and the same personal services and high standards that you might find in many top department stores. Celebrity fans include Stella McCartney, Victoria and David Beckham, Kate Middleton and Mick Jagger.

Bicester Village has over 130 International luxury fashion and lifestyle brands and has exclusive boutiques from British brands Agent Provocateur, Matthew Williamson, Smythson and Temperley London. Alexander McQueen, Vivienne Westwood, Marni, Moncler, Salvatore Ferragamo, Missoni, Jaeger, Aquascutum and Mulberry sit alongside contemporary labels DKNY, Guess, Diane Von Furstenberg, Paul Smith and Theory. Recent arrivals to the Village include Armani, Aubin & Wills, Fendi, G-Star, Gucci, Prada, Roberto Cavalli, Superdry, Ugg Australia and Valentino.

Shoppers can refuel with a coffee at Starbucks or Pret A Manger or linger over something more substantial, be it delicious French cuisine at Villandry, authentic Italian dishes at Carluccio's or aromatic Thai noodles at Busaba Eathai. The friendly, relaxed ambience of Bicester Village makes for an ideal day out with friends and multi-generational trips with the family.

The surrounding Oxfordshire area is steeped in British heritage, from Blenheim Palace - birthplace of Winston Churchill - to Warwick Castle, Waddesdon Manor's sensational gardens and the Rothschild fine wine and 18th century French art collections and Stratford-upon-Avon, the home of England's most famous author William Shakespeare. The Cotswolds and famed towns such as Woodstock, Burford and Bibury are within easy driving distance, as is Silverstone racecourse, where amateur racers can enjoy driving experiences.

Gourmet dining can be arranged via the Village Concierge at some of the country's finest Michelin star restaurants including Raymond Blanc's Le Manoir aux Quat'Saisons, Heston Blumenthal's The Fat Duck, Michel Roux's Waterside Inn and John Campbell's The Vineyard.

Chic Outlet Shopping® is a registered trademark of Value Retail PLC. The nine Villages are members of the Chic Outlet Shopping® Collection by Value Retail, the only company to specialise exclusively in the development of luxury outlet Villages across Europe.

The Collection has some 900 luxury outlet boutiques, complementing some of the most famous shopping streets in the world. Collectively, these cities are an incomparable proposition for visitors. Conveniently positioned just outside of some of Europe's most exciting cities, each of the nine Villages is carefully positioned to resonate with these cities and their respective regions of cultural and historic renown, with Tourist Information Centres and restaurants cafés serving local cuisine and. The Villages offer visitors a sense of genuine hospitality, with fittingly superior level of services and amenities that together provide an unrivalled outlet shopping experience. Five-star services can include personal shoppers, seasonal gift wrapping, seasonal valet parking as well as free parking all year round, just steps away from the picturesque open-air pedestrianised boulevards, and secure children's play areas. Eminent names to look out for include Alexander McQueen, Antik Batik, Anya Hindmarch, Brooks Brothers, Bimba & Lola, Belstaff, Calvin Klein Collection, Diane von Furstenberg, Escada, Matthew Williamson, Mulberry, Marlies Dekkers, Missoni, Pringle of Scotland, Smythson, Tous and Vivienne Westwood to name a few.

For further information please contact

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British Fashion Council

The British Fashion Council was set up in 1983 to promote British Fashion and co-ordinate this promotion through fashion weeks, exhibitions and showcasing events. London Fashion Week is organised by the British Fashion Council.

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Elvis & Kresse

Elvis & Kresse transform materials such as old fire hoses, coffee sacks and parachutes into quirky lifestyle accessories – affirmation that ethical doesn't have to mean compromising on quality or creativity.

Emma Cook

Graduating alongside Stella McCartney and Alexander McQueen Emma is famed for her vibrant print dresses.

Felder Felder

Design duo Annette and Daniela Felder's edgy aesthetic has proved irresistible to the likes of Florence Welch.

Felicity Brown

Her fabulous textiles stormed the Fashion East catwalks last season; she's tipped as London's next big thing.

Fiona Paxton

Jewellery designer whose ancient embroidery techniques were employed at Chloe and Armani before she launched her own label.

From Somewhere

Luxury designer pre-consumer waste is at the core of the From Somewhere brand, whose feminine, flirty designs give off-cut fabrics a glamorous second life.

Georgina Goodman

The Luxury high heels, wedges and platforms from renowned British designer Georgina Goodman have become synonymous with uncompromising style, clarity of vision and discreet originality.

Goat

This understated but effortlessly chic brand has quietly garnered a stary following with Sienna and Gwyneth among its fans.

Holly Fulton

Holly Fulton's signature style contains geometric pattern lavished onto clean-lined cut garments; bejewelled crystallised dresses and an eclectic mix of modern materials with a high end finish.

Jane Carr

The designer's chic, super-cool scarves have become a cult hit, and a must-have item in every fashionista's wardrobe.

Jean-Pierre Braganza

The designer's form-fitting pieces have made him a London Fashion Week hit.

Jonathan Saunders

His striking prints and vivid colourblocking cause a stir on the London catwalks – a Fashion Week favourite.

Lara Bohinc

The accessories designer made her name with ultra-covetable clutches and jewellery with a distinct deco vibe.

Lily & Lionel

Lily and Lionel's unique, ethically sourced designs bring together attention to detail, exquisite fabrics and local craftsmanship to create the ultimate accessory collection.

Marios Schwab

Since winning Best New Designer at the British Fashion awards in 2006, Schwab has a roll-call of A-list admirers.

Markus Lupfer

The designer known for his signature statement knits, featuring cool slogans and scores of sequins.

Mawi

Launched in 2003, and famed for combining contemporary style with traditional influences, Mawi is the go-to for statement costume jewellery with an eclectic edge.

Osman

A British-fashion heavyweight whose tailoring and avant-garde aesthetic has caught the eye of Kate Moss.

Preen

The go-to label for London's bright young things, this rock n roll label has come a long way from its inception on Portobello Road.

Richard Nicoll

Since starting his British label in 2005, Richard Nicoll is now a highly respected designer, with a penchant for strong tailoring and sharp shirting. He is now also design director of Womenswear for Fred Perry's premium line.

Todd Lynn

Todd Lynn famed for his signature style - beautifully and skilfully crafted androgynous cuts - dresses the likes of Mick Jagger and Bono.