

BRITISH FASHION COUNCIL
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BFC AND LIVIA FIRTH HOST 5 YEAR ANNIVERSARY CELEBRATION OF ESTETHICA

Estethica celebrates its 5th Anniversary as the industry's leading showcase of ethical fashion. Livia Firth and Harold Tillman CBE, Chairman of the British Fashion Council (BFC), hosted a celebratory evening for guests including past and present Estethica designers and industry experts at Almada, Mayfair.

Installations were curated by five of the current Estethica designers: Christopher Raeburn, Dr Noki, From Somewhere, Junky Styling and The North Circular. The Anniversary event also saw the launch of the Mayor of London's Green Guide to Fashion. This guide is the latest addition in a series of Green Creative Industry Guides for London, which provide businesses with guidance on how to lower their carbon emissions.

Estethica was founded in 2006 showcasing 13 brands, and has gone on to support a total of 108 international designers over the past 5 years. All Estethica designers have been selected as they adhere to at least one of the three Estethica principles of fair-trade, ethical practices, organic and recycled materials and are selected for both their ethical credentials and design excellence.

The initiative is co-curated by Anna Orsini, BFC Strategic Consultant, Orsola de Castro and Filippo Ricci of the pioneering, up-cycling label 'From Somewhere'.

Harold Tillman CBE commented "This anniversary of Estethica marks an important milestone for the initiative and also for the fashion industry. Each season we see Estethica grow to support designers in new and exciting ways, thereby placing sustainable values at the forefront of fashion design. This is a chance to celebrate Estethica's achievements and look forward to future ventures in promoting sustainable fashion."

Livia Firth commented "Estethica is where it all began for me. It taught me to look at the politics and the production of fashion in a different way. With such talented designers I can only see Estethica getting bigger and better."

Estethica has been instrumental in developing Britain's sustainable fashion industry, and is recognised internationally as a leading designer showcase that has represented ethically aware designers from 19 countries around the world. The Green Guide to Fashion is the latest in a succession of initiatives which Estethica has supported over the past five years. Others include:

- The introduction of a mentoring scheme for Estethica designers, with mentors Bev Malek, Susanne Tide-Frater and Yasmin Sewell
- The launch of the sustainable clothing road map with DEFRA in 2009
- Partnering with Yoox.com to create the first online retail space for Estethica designers
- The first sustainable fashion show on the official schedule at London Fashion Week, in partnership with START, an initiative by The Prince's Charities Foundation to promote and celebrate sustainable living

Estethica thanks its official sponsor, Monsoon, for their support for the ninth consecutive season.

For more information please visit www.britishfashioncouncil.com/bfcestethica

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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& Bazaar Fashion Arts Foundation and the annual celebration of excellence in the fashion industry, the British Fashion Awards.
2. Estethica is a British Fashion Council initiative, launched in September 2006 and is now in its eleventh season.
3. Estethica is co-curated by Anna Orsini, Strategic Consultant for the British Fashion Council and Orsola de Castro and Filippo Ricci founders of From Somewhere.
4. 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.
5. Monsoon has sponsored Estethica for nine consecutive seasons and has sponsored the Estethica guide since September 2007.