



## PRESS RELEASE

### NEWGEN MEN recipients for spring/summer 2013 announced

#### **Catwalk sponsorship**

Lou Dalton

Sibling

#### **Presentation sponsorship**

Christopher Raeburn

Martine Rose

Matthew Miller

#### **Installation sponsorship**

Bunney

The British Fashion Council and TOPMAN hosted a reception on Monday 21<sup>st</sup> May to celebrate the recipients of S/S13 NEWGEN MEN awards. This season, six of London's cutting-edge menswear designers will receive mentoring and support to showcase their latest collections at the inaugural London Collections: Men 15<sup>th</sup> -17<sup>th</sup> June 2012.

Caroline Rush CEO of the British Fashion Council, commented *"We're delighted to be supporting six of London's emerging menswear talents this season, with special thanks going to TOPMAN for their continued and on-going support of the NEWGEN MEN initiative. This announcement kick-starts the countdown to the launch of our dedicated menswear showcase, London Collections: Men, and is the perfect opportunity to celebrate Britain as a leading force in menswear and capital of emerging talent."*

Gordon Richardson, Design Director, TOPMAN, who sat on the judging panel, said *"I can't think of better designers to represent the first ever London Collections: Men. Between them they represent all that's diverse and wonderful about British fashion right now."*

Tim Blanks, Contributing Editor, Style.com, and a member of the British Fashion Council Fashion 2012 Menswear Committee, commented *"It was so thoughtful of the Olympic Games and the Queen to time their big events to draw attention to London Collections: Men that I felt momentarily trepidatious: how could fashion possibly compete with a gold medal and a diamond jubilee crown? But if the NEWGEN MEN recipients are any indication, things are going to be just fine. I feel like I already know the work of these designers so well that they can't possibly be "new", but that's the interesting trick that London plays. "New" talent arrives with vision so intact, you feel like you're seeing the work of fully-evolved fashion entities. Congratulations to everyone involved."*

Lou Dalton's signature aesthetic of contemporary classicism and refined tailoring has established her as a starlet of British menswear and won her catwalk sponsorship for the first time this season. For SS13, Lou Dalton will be showing a collection based around themes of obsession and collecting at the Hospital Club, the official venue for London Collections: Men.

Cozette McCreery, Sid Bryan and Joe Bates, the creative and technically talented trio behind SIBLING, have between them worked for Alexander McQueen, Giles Deacon, Lanvin, Jonathan Saunders and Bella Freud. Sibling's progressive knitwear has become famous for leopard motifs, Breton stripes and that-particular-shade-of-SIBLING-pink, which have gone beyond aesthetics and become integral to the label's DNA.

Christopher Raeburn, known for his meticulously crafted and staunchly British garments, will show his SS13 collection in an innovative presentation. Raeburn's collections are known for their intelligent design, high quality and extreme attention to detail.

Martine Rose and Matthew Miller, both of whom were fast-tracked to NEWGEN MEN sponsorship last season after one season of MAN support, will once again receive support to show a presentation on schedule.

Andrew Bunney's eponymous jewellery line is known for its beguilingly beautiful products. Bunney will be presenting his collection, featuring his signature style of everyday objects recast in a new light with precious metals, in the accessories collective on the first floor of the Hospital Club.

NEWGEN MEN began in September 2009, building on TOPMAN and Fashion East Menswear's successful MAN initiative and is now in its sixth season. It has since become instrumental in raising the profile of emerging British designers and will now use London Collections: Men as a dedicated showcasing platform. As well as sponsorship, the initiative offers its recipients tailored business and mentoring support, with a view to increasing the success of their business commercially and building relationships with key press and buyers.

This season the judging panel included Adam Kelly, Selfridges; Alex Bilmes, Esquire; Charlie Porter, Fantastic Man; Ciara Flood, Mr Porter; Gordon Richardson, TOPMAN; Jason Griffiths, TOPMAN; Jeremy Langmead, Mr Porter; Jo-Ann Furniss; Lulu Kennedy, Fashion East; Robert Johnston, GQ; Stephen Ayres, Liberty; Tim Blanks, Style.com and Terry Betts, Mr Porter.

-ENDS-

**For more information on NEWGEN MEN please visit**

[www.britishfashioncouncil.com/newgenmen](http://www.britishfashioncouncil.com/newgenmen)

**For designers wishing to apply for NEWGEN MEN or to be part of London Collections: Men, please contact:**

Laura Hinson, Show Executive, British Fashion Council +44 (0) 20 7759 1969

[laura.hinson@britishfashioncouncil.com](mailto:laura.hinson@britishfashioncouncil.com)

**For TOPMAN enquiries, please contact:**

Kelly Reed, TOPMAN Press Office +44 (0) 20 7291 2721

[kelly.reed@topman.com](mailto:kelly.reed@topman.com)

**For British Fashion Council enquiries, please contact:**

Will Rowley, British Fashion Council, +44 (0)20 7759 1968

[will.rowley@britishfashioncouncil.com](mailto:will.rowley@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 Fashion On Film sponsored by River Island; BFC Rock Vault sponsored by International Palladium Board; BFC/Vogue Designer Fashion Fund; Esthetica; Fashion Forward; NEWGEN sponsored by Topshop and NEWGEN MEN sponsored by Topman. Showcasing initiatives include London Fashion Week, LONDON show ROOMS, the BFC/Bazaar Fashion Arts Foundation, International Fashion Showcase and the annual celebration of excellence in the fashion industry: the British Fashion Awards.

- Previous NEWGEN MEN winners include Carolyn Massey, Christopher Raeburn, Christopher Shannon, James Long, James Small, J.W. Anderson, Katie Eary, Lou Dalton, Martine Rose, Matthew Miller, Omar Kashoura, Sibling, Dr Noki and New Power Studio.
- MAN is a joint partnership between TOPMAN and Fashion East. Born thirteen seasons ago, MAN strives to promote and support young British menswear talent offering young designers the chance to show during LFW.