



Press Release

26th July 2012

JONATHAN SAUNDERS COLLABORATES LONDON FASHION WEEK

In a first for London Fashion Week, the British Fashion Council (BFC) is pleased to announce that they have worked with designer Jonathan Saunders to provide the creative brief for London Fashion Week, September 2012.

Saunders has worked with the BFC to create bespoke visual event branding and marketing materials that will be used across London Fashion Week for the SS13 season – this will be based on an adapted version of his ombre print from AW12. The pattern takes its inspiration from Hungarian French artist Victor Vasarely, whose art and sculpture focused around the areas of optical illusion and geometric abstract art.

The British Fashion Council approached Jonathan Saunders, this year's winner of the BFC/Vogue Designer Fashion Fund. Going forward it is hoped that the visuals for London Fashion Week each September will be created by that year's Fund recipient. Each designer will be given a blank canvas to interpret creatively, ensuring London Fashion Week's reputation as the world's most innovative and creative fashion capital.

Caroline Rush, Chief Executive of the BFC commented "It's a fantastic opportunity and a real first for us to work with one of our designers in this capacity. Jonathan Saunders, work is very visually striking and the use of bold prints and colours are his trademark. It is extremely exciting to be able to breathe new life into the creative of London Fashion Week."

Jonathan Saunders commented "It is an honour to be doing this for the BFC. I am very excited to see my print being displayed in so many places during London Fashion

Week! I think it is a great idea to involve designers in the promotional material for LFW. Thank you BFC for choosing to work with me for this season!"

-ENDS-

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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 Fash/On Film sponsored by River Island; BFC Rock Vault sponsored by International Palladium Board; BFC/Vogue Designer Fashion Fund; Estethica; Fashion Forward; 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.
- London Fashion Week is organised by the British Fashion Council.