

BRITISH FASHION COUNCIL  
**NEWGEN**  
SPONSORED BY TOPSHOP

**PRESS RELEASE**  
**18<sup>TH</sup> JUNE 2012**

**BRITISH FASHION COUNCIL AWARDS NEWGEN SPONSORSHIP FOR  
SPRING SUMMER 2013**

The British Fashion Council (BFC) today announced the names of 12 of London's brightest emerging fashion design talents, who have been selected to receive BFC NEWGEN sponsorship, supported by Topshop, to show at London Fashion Week in September 2012.

NEWGEN, established in 1993, is the world's most globally recognised fashion design talent identification scheme with 2012 seeing Topshop celebrating its 10<sup>th</sup> year of NEWGEN sponsorship.

**NEWGEN recipients for spring summer 2013 sponsored by Topshop are:**

**Catwalk sponsorship:** Michael van der Ham; J.W. Anderson; Simone Rocha

**Presentation sponsorship:** Christopher Raeburn; J.JS Lee; Lucas Nascimento; Marques Almeida; Nasir Mazhar; Sister by Sibling

**Exhibition sponsorship:** Palmer//Harding; Huishan Zhang; Sophia Webster

All of the designers listed above will feature in the NEWGEN space of the Exhibition at London Fashion Week.

NEWGEN showcases the best emerging British based fashion talent and is central to the British Fashion Council's talent identification, designer development and showcasing programme. Since its inception, its alumni include Alexander McQueen, Giles Deacon, Jonathan Saunders, Christopher Kane, Marios Schwab, Richard Nicoll, Roksanda Ilincic,

Erdem, Meadham Kirchhoff, Peter Pilotto, Mary Katrantzou, David Koma, Louise Gray and Holly Fulton. The scheme has become a key draw for the international fashion media and buyers attending London Fashion Week.

Caroline Rush, Chief Executive, British Fashion Council commented, *"We are delighted to support this exceptionally talented group of designers and would like to thank Topshop for their support as a sponsor that is now synonymous with NEWGEN. The calibre of design and talent in the UK fashion industry is outstanding and continues to grow from strength to strength"*.

Sarah Mower MBE, BFC's Ambassador for Emerging Talent, said, "It never ceases to amaze me how fast NEWGEN winners learn - and how far they can go in such a short time. That accelerated learning process has much to do with designers realising how much is expected of them when they enter NEWGEN at the bottom rung and about a unique collaborative culture which has grown up between young talents and British industry experts over years. I am especially grateful to Sir Philip Green, Mary Homer and the team at Topshop, who support a world-class platform for NEWGEN, and to the incredible fashion-industry insiders who volunteer such multi-dimensional advice on the NEWGEN committee."

Mary Homer, Managing Director of Topshop, added "NEWGEN lies at the heart of London Fashion Week and over the last ten years has supported and developed some of fashion's most successful and greatest talents. I'm delighted that Topshop will continue to be involved in the sponsorship over the next ten years, and I wish this season's winners the best of luck."

NEWGEN offers the catwalk designers financial support towards their show costs and the opportunity to use the BFC Catwalk Show Space during LFW. Others receive a sponsored presentation or exhibition space to showcase their collections, offering these emerging UK-based designers an important introduction to influential press and buyers from around the world. NEWGEN also provides business and mentoring support through the BFC in partnership with Shoosmiths, Baker Tilley and Lloyds TSB.

Newcomers to the scheme and awarded presentation sponsorship are Portuguese designer duo Marques Almeida, who champions a relaxed, deconstructed and effortless aesthetic and Cordwainers shoe designer Sophia Webster.

Knitwear designers Sister by Sibling will receive NEWGEN sponsorship for the second time, giving a presentation alongside innovative, ethical designer Christopher Raeburn and minimalist ready to wear designer J JS Lee. Brazilian born Lucas Nascimento will show his spring/summer 13 collection in his first presentation, after progressing from Exhibition sponsorship last season.

Also receiving presentation support for his vibrant and trademark signature designs for the third season is milliner Nasir Mazhar. Exhibition support goes to statement shirt designers Palmer//Harding and second time recipient Huishan Zhang, who finds inspiration in his national Eastern heritage mixing with Western influences.

Simone Rocha; Michael van der Ham and J.W. Anderson all return with catwalk sponsorship; with their collections receiving critical acclaim from press and buyers around the world.

In 2012, Topshop continues to celebrate ten years of support of the NEWGEN scheme, providing London's diverse young fashion designers with a showcase to a global audience. Topshop offers additional support to designers by providing show venues and commissioning special collections available during and beyond London Fashion Week. Topshop's dedication to the support and growth of emerging talent remains unsurpassed.

For more information on the NEWGEN designers visit:

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

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**EDITORS NOTES:**

1. Since its inception in 1993, NEWGEN sponsorship has acted as a promotional launch pad for young designers, attracting media profile, orders and investment whilst offering encouragement and support for new talent.
2. Previous NEWGEN winners include Alexander McQueen, Antonio Berardi, Clements Ribeiro, Julien Macdonald, Matthew Williamson, Boudicca, Sophia Kokosalaki, Giles Deacon, Jonathan Saunders and Gareth Pugh.
3. Topshop is an established supporter of young fashion designers in the industry. This is Topshop's 10<sup>th</sup> year of working with the BFC as the NEWGEN sponsor. Topshop also offers selected designers the use of the Topshop Show Space and continues to support previous winners through housing collections in the Boutique space at its flagship store in Oxford Circus, selected stores nationwide and from [www.topshop.com](http://www.topshop.com).
4. Sarah Mower MBE was appointed the British Fashion Council's first Ambassador for Emerging Talent in May 2009 and is chair of the NEWGEN selection committee. She is Contributing Editor to US Vogue and American Vogue.com.
5. NEWGEN designers are selected by an advisory committee which draws from a pool of leading fashion directors, fashion editors and consultants who kindly lend their time and support to the British Fashion Council. This season's panel included Alex Fury, Love; Anna Orsini BFC; Barbara Grispini; BFC, David Watts, BFC; Emma Elwick-Bates, VOGUE, Kate Phelan, TOPSHOP, Katie Bain, BFC; Karen Langley, Dazed and Confused; Laura Burlington, Fashion Consultant; Madelaine Evans, TOPSHOP; Melanie Rickey, Editor at Large; Ruth Chapman, Matches; Yasmin Sewell, Fashion Consultant; Yeda Yun, Stella McCartney.

6. London Fashion Week is owned and organised by the British Fashion Council.