

BRITISH FASHION COUNCIL
estethica

**LONDON
FASHION
WEEK**

14-18 SEPTEMBER 2012

PRINCIPAL SPONSOR  **vodafone**

PRESS RELEASE

11th SEPTEMBER 2012

**ESTETHICA AT THE EXHIBITION AT LONDON FASHION WEEK
14TH – 18TH SEPTEMBER 2012**

For the thirteenth consecutive season, Estethica, founded by the British Fashion Council (BFC), will be promoting sustainable fashion at The Exhibition at London Fashion Week. Housed in the newly renovated West Wing of Somerset House it will showcase 15 designer's S/S 13 collections, from 14th – 18th September 2012.

New to the Estethica area this season are international brands Auria x Margot Bowman, Carla Fernandez, Honest By, Lorico, Max Jenny, Mich Dulce and White Tent. Ada Zanditon, Henrietta Ludgate, Junky Styling, Makepiece, Victim Fashion Street will also showcase their ready to wear lines alongside lingerie brand Chiarini, milliner Pachacuti and jewellery designer Joanna Cave.

This season's special guest is Bruno Pieters with his label Honest By. Honest By offers products with complete transparency in price and manufacturing, creating a new paradigm in fashion and retail.

Estethica designers have been chosen for their design excellence and commitment to working in a sustainable way. All designers adhere to at least one of the key Estethica principles of fair trade and ethical practice in the production process; the inclusion of organic fibres and the use of up-cycled and recycled fabrics and materials. Over the past six years Estethica has supported over 100 designers. In addition to showcasing during London Fashion Week they receive mentoring, marketing support and online presence through the Estethica e-boutique on Yooxygen at yoox.com.

This season Estethica and Veolia Environmental Services are announcing the winner of the Estethica Veolia Resource Competition with Central Saint Martins. The winner will receive a prize which will allow them to develop, source, produce and promote a collection through mentoring by Orsola de Castro of 'Reclaim to Wear'. The winner's collection will be unveiled and exhibited as part of Estethica in The Exhibition at London Fashion Week February 2013.

Caroline Rush, CEO of the BFC, said "Estethica has been leading in its field since its inception in 2006 and will continue to innovative, raising awareness across the globe and providing designers a platform to present their eco-

**FASHION
2012**

sustainable collections. The exciting mix of milliners, lingerie and ready to wear designers showcasing this season in The Exhibition at London Fashion Week provides international and UK press and buyers a complete cross section of merchandise.“

The Estethica exhibition is housed in West Wing of Somerset House, just off the BFC Courtyard Showspace from Friday 14th to Monday 17th September, 10:00am – 7:00pm and Tuesday 18th September 10:00am – 6:00pm

SS 2013 Estethica Designers

Special Guest

Honest By Bruno Pieters

Accessories

Mich Dulce
Pachacuti

Jewellery

Joanna Cave

Lingerie

Charini

Ready-to-wear

Ada Zanditon
Auria X Margot Bowman
Carla Fernandez
Henrietta Ludgate
Junky Styling
Lorico
Makepiece
Maxjenny
Victim Fashion Street
White Tent

For further information go to www.britishfashioncouncil.com/estethica

For press enquiries please contact:

Kimberly Carroll, Senior International PR Executive, +44 (0) 20 7759 1987
kimberly.carroll@britishfashioncouncil.com

Notes to Editors

- **Estethica** is a British Fashion Council initiative, launched in September 2006 and is now in its thirteenth season
- **Estethica** is co-curated by Anna Orsini, Strategic Consultant for the British Fashion Council and Orsola de Castro and Filippo Ricci co-founders of From Somewhere and Reclaim to Wear
- 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 sponsored by eBay and the Mayor of London; 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.
- **London Fashion Week** is organised by the British Fashion Council.
- The London Fashion Showcasing Fund has been supporting Estethica since February 2009 through offering support through showcasing, mentoring and press days.
- **YOOXYGEN** is yoox.com's eco-friendly initiative. Launched in celebration of Earth Day 2009, the project is part of YOOX eco-sustainable strategy that will be enhanced and developed as an ongoing company policy for the future. On yoox.com, there is a selection of ethically conscious products in the categories of fashion, design, jewelry, books and music, while there is also the option of choosing to offset the carbon footprint of shipping and courier services