

BRITISH FASHION COUNCIL
NEWGEN
SPONSORED BY **TOPSHOP**

PRESS RELEASE

10TH DECEMBER 2012

BRITISH FASHION COUNCIL ANNOUNCE NEWGEN WINNERS FOR AUTUMN/WINTER 2013

The British Fashion Council (BFC) today announce 14 of London's brightest emerging talents will be receiving NEWGEN support, sponsored by TOPSHOP, to show at London Fashion Week in February 2013.

NEWGEN recipients for London Fashion Week autumn/winter 2013

Catwalk sponsorship: J.W. Anderson and Simone Rocha

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

Exhibition sponsorship: 1205; Huishan Zhang; Liam Fahy; Maarten van der Horst; Palmer//Harding

All of the designers 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, Jonathan Saunders, Christopher Kane, Marios Schwab, Richard Nicoll, Roksanda Ilincic, Erdem, Meadham Kirchhoff, Peter Pilotto, Mary Katrantzou, David Koma, Louise Gray, Holly Fulton and Michael van der Ham. The scheme has become a key draw for the international fashion media and buyers attending London Fashion Week.

Sarah Mower MBE, BFC Ambassador for Emerging Talent and chair of the NEWGEN selection committee, commented *"The NEWGEN bar is set so high: to qualify, designers must prove their originality, excellence and openness to learning how to take first steps in businesses. This season's winners are a snapshot of what London is now - a varied group of vivid individualists, from many countries. They're a brilliant reflection of the energy of a city which enables so many talents to settle and shine."*

Caroline Rush, CEO of the British Fashion Council, commented, *"You only have to look at the roll call of talent that has graduated through NEWGEN to know that these names are the future stars of British fashion. This season's line-up of designers represents the diversity and originality in the fashion industry, and truly supports London's reputation as a creative capital."*

Established in 1993, NEWGEN is the world's most globally recognised fashion talent identification scheme, which 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 provides business and mentoring support through the BFC in partnership with Shoosmiths, Baker Tilley and Lloyds TSB.

J.W. Anderson will present his third on schedule catwalk show with support from NEWGEN. The British Fashion Award winner of Emerging Designer of the Year 2012 has won a huge following for his young, preppy-sporty clothes and accessories, winning him collaborations with Topshop and Versus. Simone Rocha, following her breakthrough summer collection of her uniquely appealing tomboyish take on lace, will take to the London Fashion Week catwalk with her second award of top-tier NEWGEN sponsorship for AW13.

Newcomers to the scheme for this season include two exciting discoveries: Paula Gerbase, whose androgynous label 1205 focuses on tailoring, and the shoe designer Liam Fahy. Both receive exhibition sponsorship, alongside Maarten van der Horst, Palmer//Harding and Huishan Zhang. They will be available to meet press and buyers at the NEWGEN Exhibition space at Somerset House throughout London Fashion Week.

This season Sophia Webster has progressed to receive presentation sponsorship to showcase her colourful collection of shoe designs. Featuring on the presentation schedule for a second season are hip denim designers Marques'Almeida, the minimalist ready-to-wear designer J.J S Lee and Lucas Nascimento, who will be showing his innovative knitwear collection.

The knitwear trio behind Sister by Sibling, who have been inspired by spots, dots, glitter and croquet for AW13, will show their covetable collection in a presentation; Nasir Mazhar will showcase his vibrant and cultural headwear alongside a burgeoning range of accessories for AW13 and Christopher Raeburn will present his acclaimed ethically-aware womenswear collection.

In 2012, Topshop celebrated 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.

Mary Homer, Managing Director of TOPSHOP, commented *"Topshop are incredibly proud to support Newgen, which is one of the most inspiring platforms for emerging design talent. This is now our 11th year and it is vital that we continue to invest in developing and nurturing young British designers who are the future of fashion."*

- ENDS -

For more information on the NEWGEN designers visit:

www.britishfashioncouncil.com/newgen

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Editor's 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 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 Fashion and the Mayor of London; NEWGEN sponsored by Topshop and NEWGEN MEN sponsored by Topman. Showcasing initiatives include London Fashion Week, London Collections, 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
2. 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
3. Previous NEWGEN winners include Alexander McQueen, Antonio Berardi, Clements Ribeiro, Julien Macdonald, Matthew Williamson, Boudicca, Sophia Kokosalaki, Christopher Kane, Jonathan Saunders and Gareth Pugh

4. Topshop is an established supporter of young fashion designers in the industry. 2013 is Topshop's 11th 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
5. 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
6. The NEWGEN selection committee was chaired by Sarah Mower MBE and included Alex Fury, LOVE; Emma Elwick-Bates, British Vogue; Karen Langley, Dazed and Confused; Kate Phelan, TOPSHOP; Laura LARBALÉSTIER, Browns; Madelaine Evans, TOPSHOP; Melanie Rickey; Rebecca Lowthorpe, ELLE UK; Susanne Tide-Frater; Yasmin Sewell and Yeda Yun, Stella McCartney.
7. London Fashion Week AW13 will run from 15th - 19th February 2013