

BRITISH FASHION COUNCIL  
**estethica**

**PRESS RELEASE**

**7<sup>th</sup> February 2013**

**ESTETHICA AT LONDON FASHION WEEK AUTUMN/WINTER 2013**

For the fourteenth 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 West Wing of Somerset House it will showcase 14 designers' AW 13 collections, from 15<sup>th</sup> – 19<sup>th</sup> February 2013.

New to the Estethica area this season are accessories brand Bottletop, ready-to-wear designers Katrien Van Hecke and Phannatiq, Estethica/Veolia Resource Competition winner Liora Lassalle, and jewellery brand Ruda Rings. Making a return to Estethica this season are Beautiful Soul, Goodone, Lost Property of London and special guest footwear brand, Veja. Ada Zanditon and Henrietta Ludgate will also showcase their ready to wear lines alongside knitwear brand The North Circular and milliners Mich Dulce and Pachacuti.

At the helm of this season's special guest brand Veja are French designer duo Sébastien Kopp and François-Ghislain Morillion. Veja offers footwear and accessories using materials such as organic cotton, wild Amazonian rubber and acacia, tanned leather. An exciting new addition for February 2013 is emerging womenswear designer Katrien Van Hecke; her collection is also part of the Netherlands International Fashion Showcase installation, 'High Fashion Low Countries'.

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 seven years Estethica has supported over 100 designers.

This season Liora Lassalle, winner of the Estethica/Veolia Re-source competition with Central Saint Martins will unveil her first collection at the Estethica Exhibition. In addition to showcasing during London Fashion Week Liora has received mentoring from Reclaim to Wear founder Orsola

de Castro, Willie Walters (CSM) and Anna Orsini (BFC), and secured her first online stockist on YOOXYGEN, yoox.com's eco-friendly initiative.

Caroline Rush, CEO of the BFC, said "Estethica is regarded as a leading showcase of ethical fashion and this season sees a diverse mix of both established and emerging ethical brands. Estethica offers press and buyers a unique selection of carefully selected designers and is a must-see in the London Fashion Week Exhibition this season."

The Estethica exhibition is housed in the West Wing of Somerset House, just off the BFC Courtyard Show Space from Friday 15<sup>th</sup> to Monday 18<sup>th</sup> February, 10:00am – 7:00pm and Tuesday 19<sup>th</sup> February 10:00am – 6:00pm.

### **AW13 Estethica Designers**

#### **Special Guest**

Veja

#### **Accessories**

Bottletop

Lost Property of London

Mich Dulce

Pachacuti

#### **Jewellery**

Rudá Rings

#### **Knitwear**

The North Circular

#### **Ready-to-wear**

Ada Zanditon

Beautiful Soul

Goodone

Henrietta Ludgate

Katrien Van Hecke

Liora Lassalle

Phannatiq

The British Fashion Council will host a champagne morning reception to celebrate the Estethica AW13 designers' collections.

For further information go to [www.britishfashioncouncil.com/estethica](http://www.britishfashioncouncil.com/estethica)

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**Editors notes:**

- **Estethica** is a British Fashion Council initiative, launched in September 2006 and is now in its fourteenth 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 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.
- **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