



BRITISH
FASHION
COUNCIL

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INTERNATIONAL FASHION SHOWCASE 2013

1st – 28th February

The International Fashion Showcase, launched in February 2012 by the British Fashion Council (BFC) and the British Council will again take place during London Fashion Week. 27 embassies will display the work of over 110 international emerging designers. The public, together with international press and buyers, will have the opportunity to explore these innovative collections throughout the month of February.

Participating countries include Argentina, Austria, Bolivia, Bosnia and Herzegovina, Denmark, Estonia, Jamaica, Luxembourg, The Netherlands, New Zealand, Nigeria, Norway, Pakistan, Panama, Philippines, Portugal, Romania, Serbia, Slovakia, Slovenia, Sri Lanka, Sweden, Switzerland, Tanzania, Trinidad and Tobago, Uruguay and Vietnam.

Each country has been asked to present a showcase of emerging designers whom they feel most represents the future of fashion in their region. A voting committee chaired by Sarah Mower MBE, BFC Ambassador for Emerging Talent and Contributing Editor to US Vogue, will award the winning country on **Sunday 17th February** at the official BFC catwalk venue in Somerset House during London Fashion Week.

A map indicating the 27 showcases around London along with a guide and 'passport' stamped at each venue, will allow visitors to follow the International Fashion Showcase around the capital. These can be downloaded from the British Council www.backoftheenvelope.britishcouncil.org and the British Fashion Council www.britishfashioncouncil.com/internationalfashionshowcase website.

Highlights of the showcase include:

- **Austria** – *Another Austria* presents an overview of the country's fashion scene. Displaying pieces by both young and established designers, the exhibit offers a unique angle on the country's blossoming fashion industry.
- **Argentina** – Housed in the British Council Gallery in Spring Gardens, this exhibition will present the work of nine designers from different regions in the country, echoing the breadth of the landscape's natural beauty.
- **Denmark, Norway and Sweden** - Presenting a joint showcase entitled *Fashion Scandinavia Movement*; the exhibition heralds a new movement in fashion and the impact of Scandinavian designers onto the world fashion scene.
- **Estonia** – Four 'creative ambassadors' will explore innovative ways of presenting Estonian emerging fashion through the medium of fashion film, storytelling and set design.
- **The Netherlands** – Three designers will showcase collections that demonstrate their innovative approaches to new technologies, sustainable design and traditional craftsmanship.
- **Nigeria** - An exhibition called *Woven Threads* which looks into the future of Nigeria's fashion industry exploring the art of textile craftsmanship, an integral part of the country's heritage.
- **Portugal** – A selection of designers, from current fashion students to the established, will show work representing Portugal's up and coming fashion industry.

Sarah Mower MBE, BFC Ambassador for Emerging Talent and contributing editor Vogue US, commented, "The shows offer a collective welcome to everyone with an interest in fashion, whether professional or not. London has developed its reputation as a supporter

of the future of fashion by being open to ideas and innovation from everywhere - as a city we are multi-cultural, our art colleges are a magnet for international students and we are always thrilled to be able to get the first glimpse of the new.”

Last year’s inaugural International Fashion Showcase took place in embassies and cultural institutes London-wide. Developed to celebrate the year of the Olympics and Paralympics, it formed part of the Fashion 2012 cultural programme; honouring its values of international respect, excellence, equality and friendship.

The International Fashion Showcase is the first official collaboration between the British Council and the BFC.

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Notes to Editors:

- The International Fashion Showcase 2012 finalists included a selection of African countries, Belgium, China, Estonia, Italy, Japan, Korea and USA. The winning country, Korea, was awarded at an event during LFW with a sculpture designed by former BFC NEWGEN recipient Jordan Askill.
- **The jury for the International Fashion Showcase is made up of:**
 - Sarah Mower MBE, contributing editor Vogue US and BFC Ambassador for Emerging Talent
 - Julian Roberts, British Council
 - Anna Orsini, British Fashion Council

Tamsin Blanchard, the Telegraph
Oriole Cullen, Victoria and Albert Museum
Hywel Davies, Central Saint Martins / Fashion Writer
Maria Lemos, Rainbowwave
Mandi Lennard, Mandi's Basement
Penny Martin, The Gentlewoman
Tristan Webber, Royal College of Art

- The project is directed by Anna Orsini, British Fashion Council Strategic Consultant and by Julian Roberts, British Council Adviser Architecture, Design, Fashion, Arts Group.

- **About the British Council:**

The British Council creates international opportunities for the people of the UK and other countries and builds trust between them worldwide. We are a Royal Charter charity, established as the UK's international organisation for educational opportunities and cultural relations. Our 7000 staff in over 100 countries work with thousands of professionals and policy makers and millions of young people every year through English, arts, education and society programmes. We earn over 75% of our annual turnover of nearly £700 million from services which customers pay for, education and development contracts we bid for and from partnerships. A UK Government grant provides the remaining 25%. We match every £1 of core public funding with over £3 earned in pursuit of our charitable purpose. For more information, please visit www.britishcouncil.org.

- **About the British Fashion Council:**

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.

www.britishfashioncouncil.com